

# Non-responsive

Every \$1 we invest to cut carbon pollution through our Clean Power Plan, we get \$7 back in health benefits. #ActOnClimate

What can you get for a \$1? \$7 in health benefits if it's invested in cutting carbon pollution with our Clean Power Plan. #ActOnClimate

Environment + economy = a good investment. \$1 spent to cut carbon pollution with our Clean Power Plan = \$7 in health benefits. #ActOnClimate

Our Clean Power Plan cuts pollution and will avoid 100,000 asthma attacks and 2,100 heart attacks in 2030 alone. #ActOnClimate

Health benefits from our Clean Power Plan will avoid 100,000 asthma attacks & 2,100 heart attacks in 2030 & more beyond that. #ActOnClimate

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<http://www2.epa.gov/carbon-pollution-standards/fact-sheet-clean-power-plan>

Our Clean Power Plan has public health & climate benefits worth an estimated \$55,000,000,000-93,000,000,000 per year in 2030. #ActOnClimate

Reducing exposure to particle pollution and ozone in 2030 will avoid a projected 2,700 to 6,600 premature deaths. #ActOnClimate

Reducing exposure to particle pollution and ozone in 2030 will avoid a projected 140,000 to 150,000 asthma attacks in children. #ActOnClimate

Environment + economy = fewer deaths. Reducing exposure to pollution & ozone in 2030 will avoid up to 3,300 heart attacks. #ActOnClimate

Environment + economy = better health. Reducing exposure to pollution and ozone in 2030 will avoid 2,700+ hospital admissions. #ActOnClimate

Environment + economy = less sick days. Less exposure to pollution/ozone in 2030 will avoid 470,000+ missed school/work days. #ActOnClimate

# Non-responsive



**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Laura Allen  
**Sent:** Fri 9/19/2014 2:05:33 PM  
**Subject:** Fwd: Fw: FOR REVIEW: Social media posts for Climate Week  
Climate Week - more social media from OWC research - 9-18-14 JAO dh(2).docx  
Climate Week - Social media - 9-18-14 JAO dh(2).docx

----- Forwarded message -----

**From:** Allen, Laura <Allen.Laura@epa.gov>  
**Date:** Fri, Sep 19, 2014 at 9:51 AM  
**Subject:** Fw: FOR REVIEW: Social media posts for Climate Week  
**To:** Laura Allen <Personal cell/email>

Purchia.Liz@epa.gov

Do you have time to take a look at the attached this morning? Also, let's add the suggestions from Kevin/Ann.

Once you provide edits, I'll take a look and then run them by Tom.

**Non-responsive**

**Ex. 5 - Deliberative**

**Non-responsive**

**Non-responsive**

**Ex. 5 - Deliberative**

**Non-responsive**

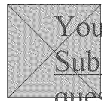
# Non-responsive

**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** U.S. Environmental Protection Agency  
**Sent:** Fri 8/22/2014 4:48:15 PM  
**Subject:** EPA Highlights

# Non-responsive

•Join EPA Administrator and Green For All for a Climate Justice Call on Tuesday, August 26

# Non-responsive

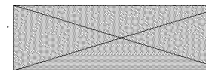


You can unsubscribe or update your subscriptions or e-mail address at any time on your [Subscriber Preferences Page](#). All you will need is your e-mail address. If you have any questions or problems, please e-mail [subscriberhelp.govdelivery.com](mailto:subscriberhelp.govdelivery.com) for assistance.

This service is provided to you at no charge by the [U.S. Environmental Protection Agency](#).



This email was sent to allen.laura@epa.gov using GovDelivery, on behalf of: U.S. Environmental Protection Agency · 1200 Pennsylvania Avenue NW · Washington DC 20460 · 202-564-4355



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Administrator Gina McCarthy will join Green For All Executive Director Nikki Silvestri to **discuss climate change and the impact on the African American community on Tuesday, August 26, 2014 at 3:30 pm EDT**. This past June, EPA released the Clean Power Plan, a proposal to cut air pollution to protect human health and the environment.

**Non-responsive**

# Non-responsive



**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Purchia, Liz  
**Sent:** Thur 8/21/2014 5:16:23 PM  
**Subject:** Re: Day in the Life Blog and slideshow- EPA Administrator

# Non-responsive

has

Our blog is now live on the Day in the Life visit to Boston:

<http://blog.epa.gov/epaconnect/2014/08/day-in-the-life-a-visit-to-boston/>

Also, here is the photo slideshow:

<http://www2.epa.gov/aboutepa/day-life-epa-administrator>

We will be tweeting about the blog and slideshow. If you could help us amplify, that would be wonderful!

**Non-responsive**

# Non-responsive

<http://blog.epa.gov/epaconnect/2014/08/day-in-the-life-a-visit-to-boston/>

## Day In the Life: A Visit to Boston

2014 AUGUST 21



Gina McCarthy

August 21, 2014  
12:08 pm EDT

I went home to Boston on Tuesday to engage with public health professionals and experts to discuss the important link between the health of our environment and the health of our children. We know climate change is fueling environmental public health problems such as asthma and other respiratory ailments, which is why the agency is taking action to reduce carbon pollution and greenhouse gas emissions through the Clean Power Plan and other initiatives.

Here's a look at my day:

*Excited to have GinaEPA in Boston today: mtg w/families & healthcare workers re impacts of clean air & President Obama's #ClimateActionPlan*

— EPA New England (@EPAnewengland) August 19, 2014

# Non-responsive

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# Non-responsive

**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Purchia, Liz  
**Sent:** Thur 8/21/2014 5:11:11 PM  
**Subject:** Re: Day in the Life Blog and slideshow- EPA Administrator

# Non-responsive

Our blog is now live on the Day in the Life visit to Boston:

<http://blog.epa.gov/epaconnect/2014/08/day-in-the-life-a-visit-to-boston/>

Also, here is the photo slideshow:

<http://www2.epa.gov/aboutepa/day-life-epa-administrator>

We will be tweeting about the blog and slideshow. If you could help us amplify, that would be wonderful!

# Non-responsive



# Non-responsive

<http://blog.epa.gov/epaconnect/2014/08/day-in-the-life-a-visit-to-boston/>

## Day In the Life: A Visit to Boston

2014 AUGUST 21



Gina McCarthy

August 21, 2014  
12:08 pm EDT

I went home to Boston on Tuesday to engage with public health professionals and experts to discuss the important link between the health of our environment and the health of our children. We know climate change is fueling environmental public health problems such as asthma and other respiratory ailments, which is why the agency is taking action to reduce carbon pollution and greenhouse gas emissions through the Clean Power Plan and other initiatives.

Here's a look at my day:

*Excited to have GinaEPA in Boston today: mtg w/families & healthcare workers re impacts of clean air & President Obama's #ClimateActionPlan*

— EPA New England (@EPAnewengland) August 19, 2014

**Non-responsive**

# Non-responsive

# Non-responsive

# Non-responsive



**To:** Allen, Laura[Allen.Laura@epa.gov]; Reynolds, Thomas[Reynolds.Thomas@epa.gov]  
**From:** Purchia, Liz  
**Sent:** Tue 8/19/2014 1:11:00 PM  
**Subject:** RE: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

Here's a suggestion

## Ex. 5 - Deliberative

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Allen, Laura  
**Sent:** Tuesday, August 19, 2014 9:04 AM  
**To:** Reynolds, Thomas; Purchia, Liz  
**Subject:** RE: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

How about this:

## Ex. 5 - Deliberative

**From:** Reynolds, Thomas  
**Sent:** Tuesday, August 19, 2014 8:42 AM  
**To:** Purchia, Liz; Allen, Laura

**Subject:** Fwd: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

## Ex. 5 - Deliberative

Begin forwarded message:

**From:** "Purchia, Liz" <Purchia.Liz@epa.gov>

**Date:** August 19, 2014 at 8:39:12 AM EDT

**To:** "Purchia, Liz" <Purchia.Liz@epa.gov>

**Subject:** ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

Good morning – Below is a joint op-ed in the *Orlando Sentinel* today by *Maria Cardona of Voces Verdes* and *EPA Administrator Gina McCarthy* on the support among Latinos for the *Clean Power Plan*. Recently, a national Latino leadership coalition signed by 32 organizations signed a letter endorsing the president's Climate Action Plan and the agency's proposed carbon-pollution limits.

### Latinos join EPA in taking a stand against bad air days

By Gina McCarthy and Maria Cardona, Guest columnists

*Orlando Sentinel*

12:00 a.m. EDT, August 19, 2014

[http://www.orlandosentinel.com/opinion/os-ed-latinos-air-pollution-081914-20140818\\_0,2516703.story](http://www.orlandosentinel.com/opinion/os-ed-latinos-air-pollution-081914-20140818_0,2516703.story)

Summer heat hasn't begun to wane, and neither have those familiar "bad air day" warnings.

They are all too common in cities like Los Angeles, Houston, Pittsburgh and Washington, D.C., where high temperatures cause ozone to reach unhealthy levels. While bad air days affect children, people with asthma and older adults the most, they can harm any of us who are active outdoors, especially people who work outside.

The Environmental Protection Agency is committed to ensuring that all Americans breathe healthy air. Together with states, we've made huge progress by putting strong standards in place to limit dangerous smog and soot-causing pollution from vehicles,



In 2012, more than 133 million people — one-third of Americans — lived in counties with unhealthy levels of ozone pollution. That summer was the third-hottest on record in the continental U.S., making ozone formation more likely.

We could see more summers like 2012. Driven by rising carbon pollution, climate change has the potential to worsen ozone levels and lengthen ozone seasons in many areas of the country. That means more days when people at risk have to take extra care — including the roughly 7 million children in the U.S. who have asthma. Last year, in Florida alone, asthma sickened 350,000 children and 1.2 million adults, according to the American Lung Association.

We shouldn't have to live in a world where our health is at risk from being active outdoors. And that's not a world we should leave for our kids.

That's why EPA has taken a huge step toward fixing the problem.

In June, the agency proposed common-sense limits on carbon pollution from power plants, our nation's largest source. The Clean Power Plan will reduce carbon pollution 30 percent by 2030.

Our nation already limits mercury, arsenic and soot from power plants, but currently there are no limits on carbon pollution. That's not smart, it's not safe, and President Obama has determined it needs to stop. This is not a partisan or an ideological issue. This is about the health of all Americans.

A recent Washington Post/ABC News poll found that 70 percent of Americans know climate change is a problem, and, importantly, they want their leaders to combat it. Among Latinos, the support is even stronger, particularly in Florida, where 83 percent favor the EPA's plan to limit carbon pollution.

A 2011 study found that one in two Latinos live in areas that violate clean-air standards, and large numbers of Latinos in these areas work in agriculture, landscaping and construction trades, heightening their exposure to hot days and poor air quality and increasing their risk. Many are living on limited incomes and limited primary health care, making trips to the emergency room, and lost work and school days are burdens they cannot afford.

When we look at these impacts, it's perhaps not surprising that, according to Latino Decisions, a Latino political-opinion research firm, support for action on climate change and environmental protection is second only to Latinos' support for immigration reform. A national Latino leadership coalition made that clear in a recent letter endorsing the president's Climate Action Plan and the agency's proposed carbon-pollution limits.

"We must leave our children a legacy of health and opportunity, not lives devastated by climate change," states the letter signed by 32 Latino organizations. We agree.

Latinos, like most Americans, want to build a clean energy future with greater energy efficiency. Groups like Voces Verdes, the League of United Latin American Citizens, the National Hispanic Medical Association, and others that signed the letter, recognize that acting on climate is good for our communities and good for our bottom line, and they are prepared to help us get there.

Like most Americans, we believe that for the sake of our families' health and our kids' future, we have a moral obligation to act on climate.

We urge everyone to stand united with us in the fight for a healthy, safe and hopeful future for all Americans, so that everyone can breathe easier on these hot days.

*Gina McCarthy is administrator of the U.S. Environmental Protection Agency; Maria Cardona is a board member of Voces Verdes.*

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**To:** Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Allen, Laura[Allen.Laura@epa.gov]  
**Cc:** Dulka, Kelly[Dulka.Kelly@epa.gov]  
**From:** Smith, Roxanne  
**Sent:** Wed 6/4/2014 3:56:12 PM  
**Subject:** RE: PLEASE REVIEW: Edit to FT re: CPP

I'm fine with it.

Roxanne Smith

Principal Deputy Associate Administrator

Office of External Affairs & Environmental Education

U.S. Environmental Protection Agency

202-564-4455

smith.roxanne@epa.gov

**From:** Levy, Jeffrey  
**Sent:** Wednesday, June 04, 2014 11:36 AM  
**To:** Allen, Laura; Smith, Roxanne  
**Cc:** Dulka, Kelly  
**Subject:** PLEASE REVIEW: Edit to FT re: CPP

Kelly caught that this post for Friday (on the “tick tock” list) is 9 characters too long as written (below in bold), suggested edit (in italics) leaves 6 characters available:

**Ex. 5 - Deliberative**

# Ex. 5 - Deliberative

Ok?

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
[levy.jeffrey@epa.gov](mailto:levy.jeffrey@epa.gov)  
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

**From:** Dulka, Kelly  
**Sent:** Wednesday, June 04, 2014 11:14 AM  
**To:** Hart, Daniel  
**Cc:** Levy, Jeffrey  
**Subject:** Possible edit to post for approval

*Other edits are, of course, welcome.*

Kelly (Chick) Dulka

Office of Web Communications

Office of External Affairs and Environmental Education

Office of the Administrator

(202) 564-0449

[dulka.kelly@epa.gov](mailto:dulka.kelly@epa.gov)



**To:** Allen, Laura[Allen.Laura@epa.gov]  
**Cc:** Levy, Jeffrey[Levy.Jeffrey@epa.gov]  
**From:** Dulka, Kelly  
**Sent:** Tue 6/3/2014 7:24:46 PM  
**Subject:** Suggested Fact Tweet edit

The tweet below wound up being a little long, would the suggested edit in light blue below be okay? Also, are these just for twitter or FB & G+ too?

## Ex. 5 - Deliberative

Kelly (Chick) Dulka

Office of Web Communications

Office of External Affairs and Environmental Education

Office of the Administrator

(202) 564-0449

dulka.kelly@epa.gov

**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Smith, Roxanne  
**Sent:** Tue 6/3/2014 2:48:14 PM  
**Subject:** RE: FOR REVIEW: Facetweets for YouTube clips from this morning

The caption will be fixed soon.

Roxanne Smith

Principal Deputy Associate Administrator

Office of External Affairs & Environmental Education

U.S. Environmental Protection Agency

202-564-4455

smith.roxanne@epa.gov

**From:** Allen, Laura  
**Sent:** Tuesday, June 03, 2014 10:29 AM  
**To:** Wade, James  
**Cc:** Levy, Jeffrey; Hart, Daniel; Smith, Roxanne; Orquina, Jessica  
**Subject:** RE: FOR REVIEW: Facetweets for YouTube clips from this morning

gtg

**From:** Wade, James  
**Sent:** Tuesday, June 03, 2014 10:24 AM  
**To:** Allen, Laura  
**Cc:** Levy, Jeffrey; Hart, Daniel; Smith, Roxanne; Orquina, Jessica  
**Subject:** RE: FOR REVIEW: Facetweets for YouTube clips from this morning

Good morning Laura,

Are you ok with these?

---

James J Wade IV

US Environmental Protection Agency

Office of External Affairs and Environmental Education

Web Communication

(202)564-0427

**From:** Smith, Roxanne

**Sent:** Monday, June 02, 2014 1:18 PM

**To:** Orquina, Jessica; Allen, Laura

**Cc:** Levy, Jeffrey; Hart, Daniel; Wade, James

**Subject:** Re: FOR REVIEW: Facetweets for YouTube clips from this morning

I'm fine with these. Can't check links b/c in a meeting so pls make sure they work. Thanks.

Roxanne Smith

Principal Deputy Associate Administrator

Office of External Affairs and Environmental Education

U.S. EPA

202-564-4455

Please excuse typos. Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** Orquina, Jessica

**Sent:** Monday, June 2, 2014 1:13 PM



**To:** Smith, Roxanne; Allen, Laura

**Cc:** Levy, Jeffrey; Hart, Daniel; Wade, James

**Subject:** FOR REVIEW: Facetweets for YouTube clips from this morning

Hi Roxanne & Laura,

Here's some facetweets to promote the recording of the Google+ Hangout and short YouTube clip that Ray took of the signing this morning. Please let me know if you have any edits or concerns.

Jess

Signing video - [http://youtu.be/dGUIQ9I\\_VU0](http://youtu.be/dGUIQ9I_VU0)

Video in the moment: Administrator Gina McCarthy signs our proposed Clean Power Plan.  
[http://youtu.be/dGUIQ9I\\_VU0](http://youtu.be/dGUIQ9I_VU0) #ActOnClimate

Google+ Hangout video - <http://www.youtube.com/watch?v=P5WNWXP5EYw&feature=share>

Did you miss the announcement of our Clean Power Plan this morning? Watch it on YouTube now: <http://www.youtube.com/watch?v=P5WNWXP5EYw&feature=share> #ActOnClimate

Did you miss @GinaEPA's speech announcing our Clean Power Plan this morning? Watch it on YouTube now: <http://www.youtube.com/watch?v=P5WNWXP5EYw&feature=share> #ActOnClimate

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

**To:** Allen, Laura[Allen.Laura@epa.gov]  
**Cc:** Abrams, Dan[Abrams.Dan@epa.gov]; Grantham, Nancy[Grantham.Nancy@epa.gov]; Lee, Monica[Lee.Monica@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]  
**From:** Orquina, Jessica  
**Sent:** Mon 6/2/2014 7:08:01 PM  
**Subject:** Re: Social media for regions-- Clean Power Plan

Thanks Laura!

Jess

Jessica Ann Orquina  
Social Media Lead  
Office of Web Communications  
U.S. Environmental Protection Agency  
Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)  
Office: 202-564-0446  
Mobile: 202-322-8369

On Jun 2, 2014, at 2:37 PM, "Allen, Laura" <[Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)> wrote:

Dan, thanks for getting these to the regions.

I'm also coping Jess Orquina so she can also send to the social media group. Thanks!

## **ADMINISTRATOR VIDEO, WHITEBOARD, BLOG**

Hear from Admin [@GinaEPA](#) about how Clean Power Plan will cut carbon pollution & keep energy reliable, affordable <http://youtu.be/GCSQqzfy6TA>

*Link goes to Administrator McCarthy's video on EPA YouTube page*

Do you want to learn more about proposed Clean Power Plan? Watch this white board video. [http://youtu.be/AcNTGX\\_d8mY](http://youtu.be/AcNTGX_d8mY) #ActOnClimate

*Link goes to EPA's whiteboard video on YouTube*

**Clean Power Plan will spur innovation and strengthen economy. Find out more:**

<http://blog.epa.gov/epaconnect/2014/06/our-clean-power-plan-will-spur-innovation-and-strengthen-the-economy/> #ActOnClimate

*Link goes to EPA Connect blog*

## **CLEAN POWER PLAN**

Today, @EPA is taking a big step to #ActOnClimate with proposed Clean Power Plan <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

New Clean Power Plan will cut carbon emission from power sector by about 30% nationwide from 2005 levels. Find out more <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Clean Power Plan reductions equal to canceling out carbon pollution from 2/3 of all cars & trucks in America. <http://www2.epa.gov/carbon-pollution-standards>

Clean Power Plan reductions equal to eliminating annual emissions from powering more than half the homes in America. <http://www2.epa.gov/carbon-pollution-standards>

Clean Power Plan will provide over \$90 billion dollars in climate and health benefits <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

In the 1st year, @EPA Clean Power Plan will avoid up to 100,000 asthma attacks & 2,100 heart attacks <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Clean Power Plan makes U.S. power system less polluting & will spur innovation, economic growth. <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Clean Power Plan will give American businesses competitive edge.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Here's 4 facts you need to know about Clean Power Plan  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

[@EPA's](#) flexible, common-sense Clean Power Plan builds on leadership of states  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

Coal & natural gas would remain the key fuels for electricity under the #Carbon Pollution Guidelines <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

For every \$1 we invest in our Clean Power Plan, families will see \$7 in health benefits. <http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

## **CLIMATE**

Power plants are the largest source of #carbon pollution in the U.S.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

There are currently no national limits on #carbon pollution from power plants.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

#Climate change is fueled by #carbon pollution from human activities.  
<http://www2.epa.gov/carbon-pollution-standards> #ActOnClimate

(feel free to also utilize sample facetweets from the climate indicators report)

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

Mobile: 202-731-3005

Please consider the environment before printing this email.

**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Levy, Jeffrey  
**Sent:** Mon 6/2/2014 3:30:47 PM  
**Subject:** First Twitter clips

Laura: does the info attached below work for you?

Most reactions, positive and negative, are by individual people.

FYI, we're searching Twitter; searching FB isn't really effective for this kind of thing. If you have a specific set of organizations you'd like us to check, though, we can go to their specific FB pages.

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
[levy.jeffrey@epa.gov](mailto:levy.jeffrey@epa.gov)  
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

**From:** Maddie Dwyer [Personal cell/email]  
**Sent:** Monday, June 02, 2014 11:10 AM  
**To:** Levy, Jeffrey  
**Subject:** clips

Reactions:

[Sierra Club @sierraclub](#) · 7m

"That's what America is made of. We don't settle. We lead. And that's how we'll confront our climate crisis." -[@ginaepa](#) [#ActOnClimate](#)

**APHA**  
**([@PublicHealth](#))**

6/2/14, 10:59

It's about health!

@EPA plan avoids up  
to 6.6K deaths, 150K  
asthma attacks a yr:

goo.gl/EAzufv

#ActonClimate

pic.twitter.com/fX5Eu

**Sally Jewell (@SecretaryJewell)**

6/2/14, 11:02

I applaud @EPA's common  
sense, flexible steps to work with  
states to reduce carbon pollution  
& protect public health. SJ  
#ActOnClimate

**Amer Acad Pediatrics (@AmerAcadPeds)**

6/2/14, 11:01

New @EPA carbon standards are a needed  
step to help make our air safer and cleaner  
for children #CleanAir4Kids #ActonClimate

**IGSD @IGSD\_DC** · 6m

“Given the astronomical cost we pay in climate change, the most costly thing we can do is to do  
nothing.” @EPA @GinaEPA #CleanPowerPlan

**Connie Hedegaard @CHedegaardEU** 4m



My statement on today's @EPA Clean Power Plan announcement: <http://bit.ly/1hR26Jg>  
#climate @BarackObama

Fresh Energy @freshenergy 3m

Today, @GinaEPA proposed a **Clean Power Plan** to #ActOnClimate & protect the health of our kids: <http://ow.ly/xwzFE> #MNCleanEnergy

Eric Schneiderman @AGSchneiderman 10m

@EPA proposal would – for 1st time – limit #climatechange pollution from fossil-fueled power plants: <http://nyti.ms/1mJs2cv> via @nytimes

**To:** Allen, Laura[Allen.Laura@epa.gov]; Ortiz, Julia[Ortiz.Julia@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Levy, Jeffrey  
**Sent:** Mon 6/2/2014 2:46:22 PM  
**Subject:** Re: Social media clips

Sure thing.

---

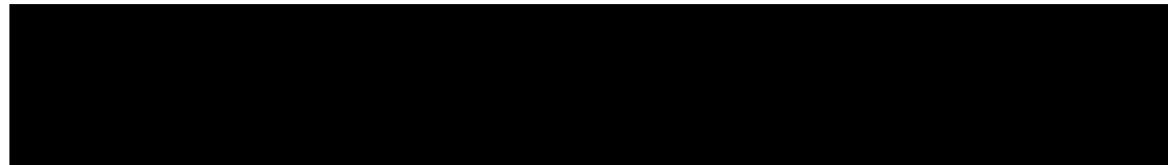
Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
levy.jeffrey@epa.gov  
202-564-9727 (cell for emergencies: 202-309-9445)

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

---

**From:** Allen, Laura  
**Sent:** Monday, June 2, 2014 10:45:52 AM  
**To:** Levy, Jeffrey; Ortiz, Julia; Orquina, Jessica  
**Subject:** Re: Social media clips

Please send every 20 mins or so for the next 3 hours. We can have others help if needed. Thanks



Will do.

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
levy.jeffrey@epa.gov  
202-564-9727 (cell for emergencies: 202-309-9445)

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

---

**From:** Allen, Laura  
**Sent:** Monday, June 2, 2014 10:35:49 AM  
**To:** Ortiz, Julia; Orquina, Jessica; Levy, Jeffrey  
**Subject:** Re: Social media clips

Ok, Jeffrey, please send to same recipient list that Julia is sending media clips



Jeffrey now has the distribution list and the keywords – he will be sending these out, thanks!

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 10:01 AM  
**To:** Orquina, Jessica; Ortiz, Julia  
**Subject:** Social media clips

Julia, can you please pull twitter and facebook posts in addition to media clips? Please include them in your media clip emails.

Here are the search terms for twitter/facebook:

We'll want tweets and fb posts from large organizations, associations, state/local government officials. Positive and negative.

Clean Power Plan

Power Plant rule

Carbon rule

Carbon regulations

111d

ActonClimate

EPA rule

Thank you both!

**To:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Levy, Jeffrey  
**Sent:** Mon 6/2/2014 2:44:24 PM  
**Subject:** Re: Social media clips

What's your expectation re: frequency?

---

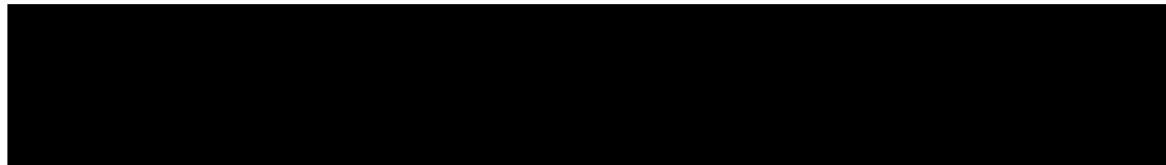
Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
levy.jeffrey@epa.gov  
202-564-9727 (cell for emergencies: 202-309-9445)

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook:  
<http://facebook.com/epa>

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**Sent:** Monday, June 2, 2014 10:35:49 AM  
**To:** Ortiz, Julia; Orquina, Jessica; Levy, Jeffrey  
**Subject:** Re: Social media clips

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Carbon rule

Carbon regulations

111d

ActonClimate

EPA rule

Thank you both!

**To:** Allen, Laura[Allen.Laura@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]  
**From:** Ortiz, Julia  
**Sent:** Mon 6/2/2014 2:37:39 PM  
**Subject:** RE: Social media clips

# Non-responsive

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 10:36 AM  
**To:** Ortiz, Julia; Orquina, Jessica; Levy, Jeffrey  
**Subject:** Re: Social media clips

Ok, Jeffrey, please send to same recipient list that Julia is sending media clips

**From:** Ortiz, Julia  
**Sent:** Monday, June 2, 2014 10:16 AM  
**To:** Allen, Laura; Orquina, Jessica  
**Subject:** RE: Social media clips

Jeffrey now has the distribution list and the keywords – he will be sending these out, thanks!

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 10:01 AM  
**To:** Orquina, Jessica; Ortiz, Julia  
**Subject:** Social media clips

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Here are the search terms for twitter/facebook:

We'll want tweets and fb posts from large organizations, associations, state/local government officials. Positive and negative.

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Carbon rule

Carbon regulations

111d

ActonClimate

EPA rule

Thank you both!



**To:** Allen, Laura[Allen.Laura@epa.gov]; Ortiz, Julia[Ortiz.Julia@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Levy, Jeffrey  
**Sent:** Mon 6/2/2014 2:36:53 PM  
**Subject:** Re: Social media clips

Will do.

---

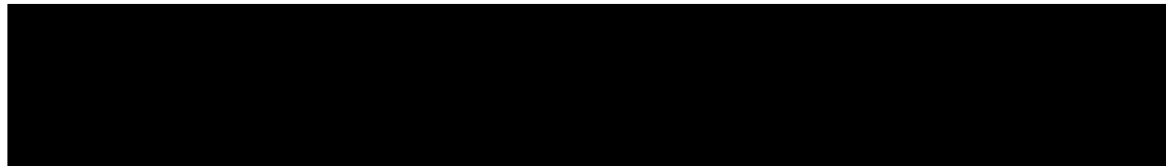
Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
levy.jeffrey@epa.gov  
202-564-9727 (cell for emergencies): Personal cell/email

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

---

**From:** Allen, Laura  
**Sent:** Monday, June 2, 2014 10:35:49 AM  
**To:** Ortiz, Julia; Orquina, Jessica; Levy, Jeffrey  
**Subject:** Re: Social media clips

Ok, Jeffrey, please send to same recipient list that Julia is sending media clips



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**Sent:** Monday, June 02, 2014 10:01 AM  
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Clean Power Plan

Power Plant rule

Carbon rule

Carbon regulations

111d

ActonClimate

EPA rule

Thank you both!

**To:** Allen, Laura[Allen.Laura@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Ortiz, Julia  
**Sent:** Mon 6/2/2014 2:16:13 PM  
**Subject:** RE: Social media clips

Jeffrey now has the distribution list and the keywords – he will be sending these out, thanks!

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 10:01 AM  
**To:** Orquina, Jessica; Ortiz, Julia  
**Subject:** Social media clips

Julia, can you please pull twitter and facebook posts in addition to media clips? Please include them in your media clip emails.

Here are the search terms for twitter/facebook:

We'll want tweets and fb posts from large organizations, associations, state/local government officials. Positive and negative.

Clean Power Plan

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111d

ActonClimate

EPA rule

Thank you both!

**To:** Allen, Laura[Allen.Laura@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Ortiz, Julia  
**Sent:** Mon 6/2/2014 2:07:50 PM  
**Subject:** RE: Social media clips

I'm an idiot, just saw it

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 10:01 AM  
**To:** Orquina, Jessica; Ortiz, Julia  
**Subject:** Social media clips

Julia, can you please pull twitter and facebook posts in addition to media clips? Please include them in your media clip emails.

Here are the search terms for twitter/facebook:

We'll want tweets and fb posts from large organizations, associations, state/local government officials. Positive and negative.

Clean Power Plan

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111d

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EPA rule

Thank you both!

**To:** Allen, Laura[Allen.Laura@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]  
**From:** Ortiz, Julia  
**Sent:** Mon 6/2/2014 2:07:33 PM  
**Subject:** RE: Social media clips

Workign w/the web team now – did you mean to send a list of search terms?

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 10:01 AM  
**To:** Orquina, Jessica; Ortiz, Julia  
**Subject:** Social media clips

Julia, can you please pull twitter and facebook posts in addition to media clips? Please include them in your media clip emails.

Here are the search terms for twitter/facebook:

We'll want tweets and fb posts from large organizations, associations, state/local government officials. Positive and negative.

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Carbon rule

Carbon regulations

111d

ActonClimate

EPA rule

Thank you both!



**To:** Allen, Laura[Allen.Laura@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Smith, Roxanne[Smith.Roxanne@epa.gov]  
**From:** Orquina, Jessica  
**Sent:** Mon 6/2/2014 1:11:22 PM  
**Subject:** RE: FOR REVIEW: Facetweets for the press release on Monday

Okay, we'll facetweet to the press release as soon as it's live.

Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 8:30 AM  
**To:** Orquina, Jessica; Levy, Jeffrey; Smith, Roxanne  
**Subject:** RE: FOR REVIEW: Facetweets for the press release on Monday

Never mind on blog link; let's keep as release. As you mentioned, the blog won't be up until a little later today ☺

**From:** Orquina, Jessica  
**Sent:** Monday, June 02, 2014 8:28 AM  
**To:** Allen, Laura; Levy, Jeffrey; Smith, Roxanne  
**Subject:** RE: FOR REVIEW: Facetweets for the press release on Monday

Thanks Laura!

Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 8:20 AM  
**To:** Levy, Jeffrey; Smith, Roxanne  
**Cc:** Orquina, Jessica  
**Subject:** RE: FOR REVIEW: Facetweets for the press release on Monday

Gtg, switch out link to blog

**From:** Levy, Jeffrey  
**Sent:** Friday, May 30, 2014 4:48 PM  
**To:** Allen, Laura; Smith, Roxanne  
**Cc:** Orquina, Jessica  
**Subject:** FOR REVIEW: Facetweets for the press release on Monday

Jess realized that in the mix of the other stuff she sent earlier today, there wasn't one specific to the news release.

We propose facetweeting the release itself with these two (one right when it goes out and one later in the day):

## Ex. 5 - Deliberative

---

Jeffrey Levy  
Director of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency  
[levy.jeffrey@epa.gov](mailto:levy.jeffrey@epa.gov)  
[202-564-9727](tel:202-564-9727) (cell for emergencies: [202-309-9445](tel:202-309-9445))

EPA's blog: <http://blog.epa.gov/blog> | Twitter: <http://twitter.com/epa> | Facebook: <http://facebook.com/epa>

**From:** Orquina, Jessica  
**Sent:** Friday, May 30, 2014 4:40 PM  
**To:** Levy, Jeffrey  
**Cc:** Hart, Daniel; Wade, James  
**Subject:** JEFFREY REVIEW: Facetweets for the press release on Monday

Hi Jeffrey,

Here's my ideas for facetweets for the press release on Monday. I think we should only send 2 forward for review – but after looking at this stuff all day, I couldn't decide which.

Jess

# Ex. 5 - Deliberative

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.

**To:** Allen, Laura[Allen.Laura@epa.gov]; Levy, Jeffrey[Levy.Jeffrey@epa.gov]; Smith, Roxanne[Smith.Roxanne@epa.gov]  
**From:** Orquina, Jessica  
**Sent:** Mon 6/2/2014 12:28:08 PM  
**Subject:** RE: FOR REVIEW: Facetweets for the press release on Monday

Thanks Laura!

Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

Please consider the environment before printing this email.

**From:** Allen, Laura  
**Sent:** Monday, June 02, 2014 8:20 AM  
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**Cc:** Orquina, Jessica  
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Jess

# Ex. 5 - Deliberative

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Office of Web Communications  
Office of External Affairs and Environmental Education  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: 202-322-8369

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>



Please consider the environment before printing this email.

To: Purchia, Liz[Purchia.Liz@epa.gov]  
From: Allen, Laura  
Sent: Fri 9/19/2014 1:46:37 PM  
Subject: Re: Possible live tweets

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# Non-responsive

**From:** Wall, Alex [mailto: ] **EOP email/phone**  
**Sent:** Thursday, August 21, 2014 1:30 PM  
**To:** Allen, Laura; Etienne, Ashley  
**Cc:** Purchia, Liz; Johnson, Alisha; Schulman, Kori  
**Subject:** Re: Day in the Life Blog and slideshow- EPA Administrator

Thanks for the heads up, Laura! We'll retweet you guys this afternoon.

**From:** <Allen>, Laura <Allen.Laura@epa.gov>  
**Date:** Thursday, August 21, 2014 1:09 PM  
**To:** "Etienne, Ashley" < ] **EOP email/phone** >, EOPA  
< ] **EOP email/phone** >  
**Cc:** "Purchia, Liz" <Purchia.Liz@epa.gov>, Alisha Johnson <Johnson.Alisha@epa.gov>  
**Subject:** Day in the Life Blog and slideshow- EPA Administrator

Ashley and Alex,

Our blog is now live on the Day in the Life visit to Boston:

<http://blog.epa.gov/epaconnect/2014/08/day-in-the-life-a-visit-to-boston/>

Also, here is the photo slideshow:

<http://www2.epa.gov/aboutepa/day-life-epa-administrator>

We will be tweeting about the blog and slideshow. If you could help us amplify, that would be wonderful!

Here are our planned tweets:

**Non-responsive**

**Ex. 5 - Deliberative**

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

Mobile: 202-731-3005

Please consider the environment before printing this email.

<http://blog.epa.gov/epaconnect/2014/08/day-in-the-life-a-visit-to-boston/>

## **Day In the Life: A Visit to Boston**

2014 AUGUST 21



Gina McCarthy

August 21, 2014  
12:08 pm EDT

I went home to Boston on Tuesday to engage with public health professionals and experts to discuss the important link between the health of our environment and the health of our children. We know climate change is fueling environmental public health problems such as asthma and other respiratory ailments, which is why the agency is taking action to reduce carbon pollution and greenhouse gas emissions through the Clean Power Plan and other initiatives.

Here's a look at my day:

*Excited to have GinaEPA in Boston today: mtg w/families & healthcare workers re impacts of clean air & President Obama's #ClimateActionPlan*

— EPA New England (@EPAnewengland) August 19, 2014

**Non-responsive**

# Non-responsive



# Non-responsive

# Non-responsive

**To:** Fulton, Keri [EOP email/phone]  
**From:** Allen, Laura  
**Sent:** Thur 8/21/2014 7:34:33 PM  
**Subject:** FW: Day in the Life Blog and slideshow- EPA Administrator

Hi Keri, we wanted to make sure you saw this blog. Feel free to help us amplify. Thanks!

Thanks,

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

Mobile: 202-731-3005

Please consider the environment before printing this email.

**From:** Allen, Laura  
**Sent:** Thursday, August 21, 2014 1:09 PM  
**To:** 'Etienne, Ashley'; Wall, Alex  
**Cc:** Purchia, Liz; Johnson, Alisha (Johnson.Alisha@epa.gov)  
**Subject:** Day in the Life Blog and slideshow- EPA Administrator

Ashley and Alex,

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<http://blog.epa.gov/epaconnect/2014/08/day-in-the-life-a-visit-to-boston/>

Also, here is the photo slideshow:

<http://www2.epa.gov/aboutepa/day-life-epa-administrator>

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**Non-responsive**

# Non-responsive

## Ex. 5 - Deliberative

Laura Allen

Deputy Press Secretary  
Office of the Administrator  
U.S. Environmental Protection Agency

Email: [Allen.Laura@epa.gov](mailto:Allen.Laura@epa.gov)

Office: 202-564-1175

Mobile: 202-731-3005

Please consider the environment before printing this email.

<http://blog.epa.gov/epaconnect/2014/08/day-in-the-life-a-visit-to-boston/>

**Day In the Life: A Visit to Boston**

2014 AUGUST 21



Gina McCarthy

August 21, 2014  
12:08 pm EDT

I went home to Boston on Tuesday to engage with public health professionals and experts to discuss the important link between the health of our environment and the health of our children. We know climate change is fueling environmental public health problems such as asthma and other respiratory ailments, which is why the agency is taking action to reduce carbon pollution and greenhouse gas emissions through the Clean Power Plan and other initiatives.

Here's a look at my day:

*Excited to have GinaEPA in Boston today: mtg w/families & healthcare workers re impacts of clean air & President Obama's #ClimateActionPlan*

— EPA New England (@EPAnewengland) August 19, 2014

# Non-responsive

# Non-responsive

# Non-responsive



# Non-responsive

**To:** Purchia, Liz[Purchia.Liz@epa.gov]; Reynolds, Thomas[Reynolds.Thomas@epa.gov]  
**From:** Allen, Laura  
**Sent:** Tue 8/19/2014 1:15:09 PM  
**Subject:** RE: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

Posted.

**From:** Purchia, Liz  
**Sent:** Tuesday, August 19, 2014 9:11 AM  
**To:** Allen, Laura; Reynolds, Thomas  
**Subject:** RE: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

Here's a suggestion

## Ex. 5 - Deliberative

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Allen, Laura  
**Sent:** Tuesday, August 19, 2014 9:04 AM  
**To:** Reynolds, Thomas; Purchia, Liz  
**Subject:** RE: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

How about this:

# Ex. 5 - Deliberative

**From:** Reynolds, Thomas  
**Sent:** Tuesday, August 19, 2014 8:42 AM  
**To:** Purchia, Liz; Allen, Laura  
**Subject:** Fwd: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

## Ex. 5 - Deliberative

Begin forwarded message:

**From:** "Purchia, Liz" <[Purchia.Liz@epa.gov](mailto:Purchia.Liz@epa.gov)>  
**Date:** August 19, 2014 at 8:39:12 AM EDT  
**To:** "Purchia, Liz" <[Purchia.Liz@epa.gov](mailto:Purchia.Liz@epa.gov)>  
**Subject:** ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

Good morning – Below is a joint op-ed in the *Orlando Sentinel* today by *Maria Cardona of Voces Verdes and EPA Administrator Gina McCarthy on the support among Latinos for the Clean Power Plan*. Recently, a national Latino leadership coalition signed by 32 organizations signed a letter endorsing the president's Climate Action Plan and the agency's proposed carbon-pollution limits.

### Latinos join EPA in taking a stand against bad air days

By Gina McCarthy and Maria Cardona, Guest columnists

*Orlando Sentinel*

12:00 a.m. EDT, August 19, 2014

<http://www.orlandosentinel.com/opinion/os-ed-latinos-air-pollution-081914-20140818,0,2516703.story>

Summer heat hasn't begun to wane, and neither have those familiar "bad air day" warnings.

They are all too common in cities like Los Angeles, Houston, Pittsburgh and Washington, D.C., where high temperatures cause ozone to reach unhealthy levels. While bad air days affect children, people with asthma and older adults the most, they can harm any of us who are active outdoors, especially people who work outside.

The Environmental Protection Agency is committed to ensuring that all Americans breathe healthy air. Together with states, we've made huge progress by putting strong standards in place to limit dangerous smog and soot-causing pollution from vehicles,

In 2012, more than 133 million people — one-third of Americans — lived in counties with unhealthy levels of ozone pollution. That summer was the third-hottest on record in the continental U.S., making ozone formation more likely.

We could see more summers like 2012. Driven by rising carbon pollution, climate change has the potential to worsen ozone levels and lengthen ozone seasons in many areas of the country. That means more days when people at risk have to take extra care — including the roughly 7 million children in the U.S. who have asthma. Last year, in Florida alone, asthma sickened 350,000 children and 1.2 million adults, according to the American Lung Association.

We shouldn't have to live in a world where our health is at risk from being active outdoors. And that's not a world we should leave for our kids.

That's why EPA has taken a huge step toward fixing the problem.

In June, the agency proposed common-sense limits on carbon pollution from power plants, our nation's largest source. The Clean Power Plan will reduce carbon pollution 30 percent by 2030.

Our nation already limits mercury, arsenic and soot from power plants, but currently there are no limits on carbon pollution. That's not smart, it's not safe, and President Obama has determined it needs to stop. This is not a partisan or an ideological issue. This is about the health of all Americans.

A recent Washington Post/ABC News poll found that 70 percent of Americans know climate change is a problem, and, importantly, they want their leaders to combat it. Among Latinos, the support is even stronger, particularly in Florida, where 83 percent favor the EPA's plan to limit carbon pollution.

A 2011 study found that one in two Latinos live in areas that violate clean-air standards, and large numbers of Latinos in these areas work in agriculture, landscaping and construction trades, heightening their exposure to hot days and poor air quality and increasing their risk. Many are living on limited incomes and limited primary health care, making trips to the emergency room, and lost work and school days are burdens they cannot afford.

When we look at these impacts, it's perhaps not surprising that, according to Latino Decisions, a Latino political-opinion research firm, support for action on climate change and environmental protection is second only to Latinos' support for immigration reform. A national Latino leadership coalition made that clear in a recent letter endorsing the president's Climate Action Plan and the agency's proposed carbon-pollution limits.

"We must leave our children a legacy of health and opportunity, not lives devastated by climate change," states the letter signed by 32 Latino organizations. We agree.

Latinos, like most Americans, want to build a clean energy future with greater energy efficiency. Groups like Voces Verdes, the League of United Latin American Citizens, the National Hispanic Medical Association, and others that signed the letter, recognize that acting on climate is good for our communities and good for our bottom line, and they are prepared to help us get there.

Like most Americans, we believe that for the sake of our families' health and our kids' future, we have a moral obligation to act on climate.

We urge everyone to stand united with us in the fight for a healthy, safe and hopeful future for all Americans, so that everyone can breathe easier on these hot days.

*Gina McCarthy is administrator of the U.S. Environmental Protection Agency; Maria Cardona is a board member of Voces Verdes.*

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**To:** Purchia, Liz[Purchia.Liz@epa.gov]  
**From:** Allen, Laura  
**Sent:** Tue 8/19/2014 1:13:11 PM  
**Subject:** RE: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

Great. I'll add an s to Verdes. Tweeting now.

**From:** Purchia, Liz  
**Sent:** Tuesday, August 19, 2014 9:11 AM  
**To:** Allen, Laura; Reynolds, Thomas  
**Subject:** RE: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

Here's a suggestion

## Ex. 5 - Deliberative

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Allen, Laura  
**Sent:** Tuesday, August 19, 2014 9:04 AM  
**To:** Reynolds, Thomas; Purchia, Liz  
**Subject:** RE: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

How about this:

# Ex. 5 - Deliberative

**From:** Reynolds, Thomas  
**Sent:** Tuesday, August 19, 2014 8:42 AM  
**To:** Purchia, Liz; Allen, Laura  
**Subject:** Fwd: ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

## Ex. 5 - Deliberative

Begin forwarded message:

**From:** "Purchia, Liz" <[Purchia.Liz@epa.gov](mailto:Purchia.Liz@epa.gov)>  
**Date:** August 19, 2014 at 8:39:12 AM EDT  
**To:** "Purchia, Liz" <[Purchia.Liz@epa.gov](mailto:Purchia.Liz@epa.gov)>  
**Subject:** ICYMI - Orlando Sentinel: Latinos join EPA in taking a stand against bad air days

Good morning – Below is a joint op-ed in the *Orlando Sentinel* today by *Maria Cardona of Voces Verdes and EPA Administrator Gina McCarthy on the support among Latinos for the Clean Power Plan*. Recently, a national Latino leadership coalition signed by 32 organizations signed a letter endorsing the president's Climate Action Plan and the agency's proposed carbon-pollution limits.

### Latinos join EPA in taking a stand against bad air days

By Gina McCarthy and Maria Cardona, Guest columnists

*Orlando Sentinel*

12:00 a.m. EDT, August 19, 2014

<http://www.orlandosentinel.com/opinion/os-ed-latinos-air-pollution-081914-20140818,0,2516703.story>

Summer heat hasn't begun to wane, and neither have those familiar "bad air day" warnings.

They are all too common in cities like Los Angeles, Houston, Pittsburgh and Washington, D.C., where high temperatures cause ozone to reach unhealthy levels. While bad air days affect children, people with asthma and older adults the most, they can harm any of us who are active outdoors, especially people who work outside.

The Environmental Protection Agency is committed to ensuring that all Americans breathe healthy air. Together with states, we've made huge progress by putting strong standards in place to limit dangerous smog and soot-causing pollution from vehicles,

In 2012, more than 133 million people — one-third of Americans — lived in counties with unhealthy levels of ozone pollution. That summer was the third-hottest on record in the continental U.S., making ozone formation more likely.

We could see more summers like 2012. Driven by rising carbon pollution, climate change has the potential to worsen ozone levels and lengthen ozone seasons in many areas of the country. That means more days when people at risk have to take extra care — including the roughly 7 million children in the U.S. who have asthma. Last year, in Florida alone, asthma sickened 350,000 children and 1.2 million adults, according to the American Lung Association.

We shouldn't have to live in a world where our health is at risk from being active outdoors. And that's not a world we should leave for our kids.

That's why EPA has taken a huge step toward fixing the problem.

In June, the agency proposed common-sense limits on carbon pollution from power plants, our nation's largest source. The Clean Power Plan will reduce carbon pollution 30 percent by 2030.

Our nation already limits mercury, arsenic and soot from power plants, but currently there are no limits on carbon pollution. That's not smart, it's not safe, and President Obama has determined it needs to stop. This is not a partisan or an ideological issue. This is about the health of all Americans.

A recent Washington Post/ABC News poll found that 70 percent of Americans know climate change is a problem, and, importantly, they want their leaders to combat it. Among Latinos, the support is even stronger, particularly in Florida, where 83 percent favor the EPA's plan to limit carbon pollution.

A 2011 study found that one in two Latinos live in areas that violate clean-air standards, and large numbers of Latinos in these areas work in agriculture, landscaping and construction trades, heightening their exposure to hot days and poor air quality and increasing their risk. Many are living on limited incomes and limited primary health care, making trips to the emergency room, and lost work and school days are burdens they cannot afford.

When we look at these impacts, it's perhaps not surprising that, according to Latino Decisions, a Latino political-opinion research firm, support for action on climate change and environmental protection is second only to Latinos' support for immigration reform. A national Latino leadership coalition made that clear in a recent letter endorsing the president's Climate Action Plan and the agency's proposed carbon-pollution limits.



"We must leave our children a legacy of health and opportunity, not lives devastated by climate change," states the letter signed by 32 Latino organizations. We agree.

Latinos, like most Americans, want to build a clean energy future with greater energy efficiency. Groups like Voces Verdes, the League of United Latin American Citizens, the National Hispanic Medical Association, and others that signed the letter, recognize that acting on climate is good for our communities and good for our bottom line, and they are prepared to help us get there.

Like most Americans, we believe that for the sake of our families' health and our kids' future, we have a moral obligation to act on climate.

We urge everyone to stand united with us in the fight for a healthy, safe and hopeful future for all Americans, so that everyone can breathe easier on these hot days.

*Gina McCarthy is administrator of the U.S. Environmental Protection Agency; Maria Cardona is a board member of Voces Verdes.*

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**To:** Abrams, Dan[Abrams.Dan@epa.gov]  
**From:** Allen, Laura  
**Sent:** Tue 7/22/2014 12:54:18 PM  
**Subject:** Re: [CLEAN] Climate Reality Project Partners with Ben & Jerry's to Serve Up Climate Truth at EPA Hearing Sites?

This is pretty awesome. Thanks



Making sure you're aware of below. I am jealous!

**Dan Abrams**

Lead Region Coordinator, Office of the Administrator

Special Assistant to the Regional Administrator, Curt Spalding

EPA New England

office: (617) 918-1067 | cell: Personal Cell/email

**From:** Dan Abrams Personal cell/email  
**Sent:** Monday, July 21, 2014 6:44 PM  
**To:** Abrams, Dan  
**Subject:** Fwd: FW: [CLEAN] Climate Reality Project Partners with Ben & Jerry's to Serve Up Climate Truth at EPA Hearing Sites

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Dan Abrams

**From:** Stephen Mills <[Stephen.Mills@climatereality.com](mailto:Stephen.Mills@climatereality.com)>  
**Reply-To:** Stephen Mills <[Stephen.Mills@climatereality.com](mailto:Stephen.Mills@climatereality.com)>

**Date:** Monday, July 21, 2014 at 5:03 PM

**To:** "clean@lists.usclimatenetwork.org" <clean@lists.usclimatenetwork.org>

**Subject:** [CLEAN] Climate Reality Project Partners with Ben & Jerry's to Serve Up Climate Truth at EPA Hearing Sites

**FOR IMMEDIATE  
RELEASE**

July 21, 2014

Contact: Hayley Moller

202-481-  
8746

**Climate Reality Project Partners with Ben & Jerry's to Serve Up Climate Truth  
at EPA Hearing Sites**

*I'm Too Hot campaign to bring ice cream trucks to Atlanta, Denver, Pittsburgh &  
Washington D.C.*

**Boulder, CO (July 21, 2014)** – Nothing says summer heat like a melting ice cream cone. That's why The Climate Reality Project is teaming up with Ben & Jerry's to turn one of the celebrated symbols of the season into a rallying point for action in the face of rising temperatures driven by climate disruption.

As part of the *I'm Too Hot* campaign, Climate Reality will bring Ben & Jerry's ice cream trucks to the four U.S. cities hosting Environmental Protection Agency (EPA) hearings on the newly-proposed Clean Power Plan – Atlanta, Denver, Pittsburgh and Washington D.C. – from July 29 to August 1. The plan offers an historic opportunity to cut carbon pollution from power plants that is accelerating climate change. The highly visual *I'm Too Hot* trucks will help raise public awareness of this opportunity in a fun-filled way, enable locals to speak up in support of the plan, and offer supporters an icy treat for their efforts, courtesy of Ben & Jerry's.

“We are excited to partner with Ben & Jerry’s to bring both ice cream and information about the EPA’s proposed rule to the people of Atlanta, Denver, Pittsburgh and Washington D.C.,” said Climate Reality Project President and CEO Ken Berlin. “This past May was the hottest in recorded history, and was an example of the kinds of records that will keep being broken as our summers get hotter from climate change driven by carbon pollution. These EPA hearings are a crucial opportunity for people to let the EPA know they support the agency’s efforts to reduce harmful carbon pollution, and we’ll be there to make sure our supporters don’t get too hot.”

If approved, the EPA’s Clean Power Plan would provide the first-ever national standards to limit the amount of carbon pollution existing power plants can produce – aiming to cut emissions by 30 percent below 2005 levels by 2030. The EPA estimates that the rule would provide significant economic and health benefits, including the prevention of 150,000 asthma attacks and 6,600 premature deaths annually by 2030 as well as the creation of 76,000 to 112,000 new jobs in 2025 by expanding the energy efficiency sector alone.

The EPA’s Clean Power Plan is open for public comment until October 16, 2014.

“The rule would be a critical step towards holding polluters accountable for the carbon pollution they dump into the atmosphere – but first, it’s up to us – the people – to make sure we support the EPA’s efforts and the rule becomes law,” said Berlin.

People visiting the trucks will have the opportunity to comment on the proposed EPA rule and tweet at the EPA (@EPA) and their elected officials about their support for the rule, using the hashtags #ImTooHot and #ActOnClimate.

Hearings will be held on the following dates in these four cities:

Atlanta – July 29 & 30

Denver – July 29 & 30

Pittsburgh – July 31 & August 1

Washington D.C. – July 29 & 30

Two-time Olympic skier Kaylin Richardson will testify in Denver on July 29<sup>th</sup>.

### **About Climate Reality:**

**The Climate Reality Project** is one of the world's leading organizations dedicated to mobilizing action around climate change. With a global movement more than 5 million strong and a grassroots network of trained Climate Reality Leaders, we are spreading the truth of the climate crisis to communities everywhere and creating cultural momentum to solve it. Former Vice President and Nobel Laureate Al Gore is the Founder and Chairman of The Climate Reality Project. For more information, visit [www.climaterealityproject.org](http://www.climaterealityproject.org) or follow us on Twitter at [@ClimateReality](https://twitter.com/ClimateReality).

### **About Ben & Jerry's:**

As an aspiring social justice company, Ben & Jerry's believes in a greater calling than simply making a profit for selling its goods. The company produces a wide variety of super-premium ice cream, yogurt and sorbet using high-quality ingredients. Ben & Jerry's incorporates its vision of Linked Prosperity into its business practices in a number of ways including a focus on values-led sourcing. In 2014 the company plans to complete its transition to using entirely non-GMO (genetically modified organisms) ingredients by source as well as to fully Fairtrade-certified ingredients wherever possible, which benefits farmers in developing countries. Ben and Jerry's products are distributed in 35 countries in supermarkets, grocery stores, convenience stores, franchise Ben & Jerry's Scoop Shops, restaurants and other venues. Ben & Jerry's, a Vermont corporation and wholly-owned subsidiary of Unilever, operates its business on a three-part Mission Statement emphasizing product quality, economic reward and a commitment to the community. Ben & Jerry's became a certified B Corp (Benefit Corporation) in 2012. The Ben & Jerry's Foundation's employee-led grant programs totaled \$2.5MM in 2013 to support economic and social justice, environmental restoration, and peace through understanding. For the inside scoop on Ben & Jerry's visit [www.benjerry.com](http://www.benjerry.com).

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**Stephen Mills** | Director of Strategic Partnerships

The Climate Reality Project

750 Ninth Street, NW, Suite 520 | Washington, DC 20001

T: 202.567.6807 | F: 202.628.1445

E-mail: [stephen.mills@climatereality.com](mailto:stephen.mills@climatereality.com)

Skype: stephenmills

[www.climaterealityproject.org](http://www.climaterealityproject.org)



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**To:** Johnson, Alisha[Johnson.Alisha@epa.gov]  
**From:** Allen, Laura  
**Sent:** Tue 7/1/2014 5:53:24 PM  
**Subject:** FW: Scheduled Social Media Posts for July 2, 2014  
070214 Social Media Schedule (3).docx

One clean power plan post for tomorrow.

**From:** Younes, Lina  
**Sent:** Tuesday, July 01, 2014 1:52 PM  
**To:** Smith, Roxanne; Allen, Laura; Lee, Monica  
**Cc:** Levy, Jeffrey; Hart, Daniel; OWC; Younes, Lina  
**Subject:** Scheduled Social Media Posts for July 2, 2014

**Scheduled Social Media Posts: 7/2/14**

<b>Time</b>	<b>Content</b>
10:00 AM	With our Clean Power Plan, we expect 30 percent of our electricity will still come from coal by 2030. #ActOnClimate

<b>Channel</b>
Twitter, Google+, FB, Spanish TW, Spanish FB

**Non-responsive**

# Non-responsive



Scheduled Social Media Posts: 7/2/14

Time	Content	Channel
10:00 AM	With our Clean Power Plan, we expect 30 percent of our electricity will still come from coal by 2030. #ActOnClimate	Twitter, Google+, FB, Spanish TW, Spanish FB

Non-responsive

Carly's Stakeholder Engagement Tracker

Date	Organization	Contact	Topic	Medium	Comments
Not Responsive					

**Not Responsive**

Carly's Stakeholder Engagement Tracker

Not Responsive

	Protect Our Winters	group of athletes	Clean Power Plan & climate change	Meeting/ twitter chat	Meeting and twitter chat with Protect Our Winters affiliated athletes and Administrator McCarthy
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Not Responsive

	2014.10.30All stakeholders	GovDelivery list	EPA Highlights	blast email	Clean Power Plan NODAs and supplemental proposal, ENERGY STAR accomplishments, Smart Growth application period, Pediatricians' blog
	2014.10.28Stakeholder List	Portfolio Lists	Clean Power Plan	blast email	Blast email to stakeholder lists on Clean Power Plan NODA and supplemental proposal

Not Responsive

# Not Responsive

# Not Responsive

Not Responsive

2014.09.18	All stakeholders	GovDelivery list	EPA Highlights	blast email	Clean Power Plan extension, Clean Water Thunderclap, NSCEP publication center, EJ blog on social justice
2014.09.17	All stakeholders	VOCUS lists	Clean Power Plan Extension	blast email	Blast email to all VOCUS lists on Clean Power Plan extension
2014.09.15	Stakeholder List	Stakeholder List	Clean Power Plan Q&A	blast email	Blast email to youth and green sports stakeholders with invite to participate in Clean Power Plan webinar Q&A session

Not Responsive

**Not Responsive**



# Not Responsive

# Not Responsive

2014.07.29	Alliance for Climate Education	Leah Qusba	youth, climate	email	Email chain with Leah to talk about students commenting on the Clean Power Plan and writing articles
2014.07.25	All stakeholders	GovDelivery list	EPA Highlights	blast email	Public Hearings on Clean Power Plan, Consumer warning on refrigerants, Comments on Risk Management Program, Environmental justice & climate change

# Not Responsive

Not Responsive

2014.06.12	All stakeholders	GovDelivery list	EPA Highlights	blast email	Transportation, Environment, and Energy Administrator and Clean Power Plan travel, Harmful algal blooms webinar, Chemical safety commitment
Not Responsive					
2014.06.06	All stakeholders	GovDelivery list	EPA Highlights	blast email	Clean Power Plan announcement

## Carly's Stakeholder Engagement Tracker

# Not Responsive

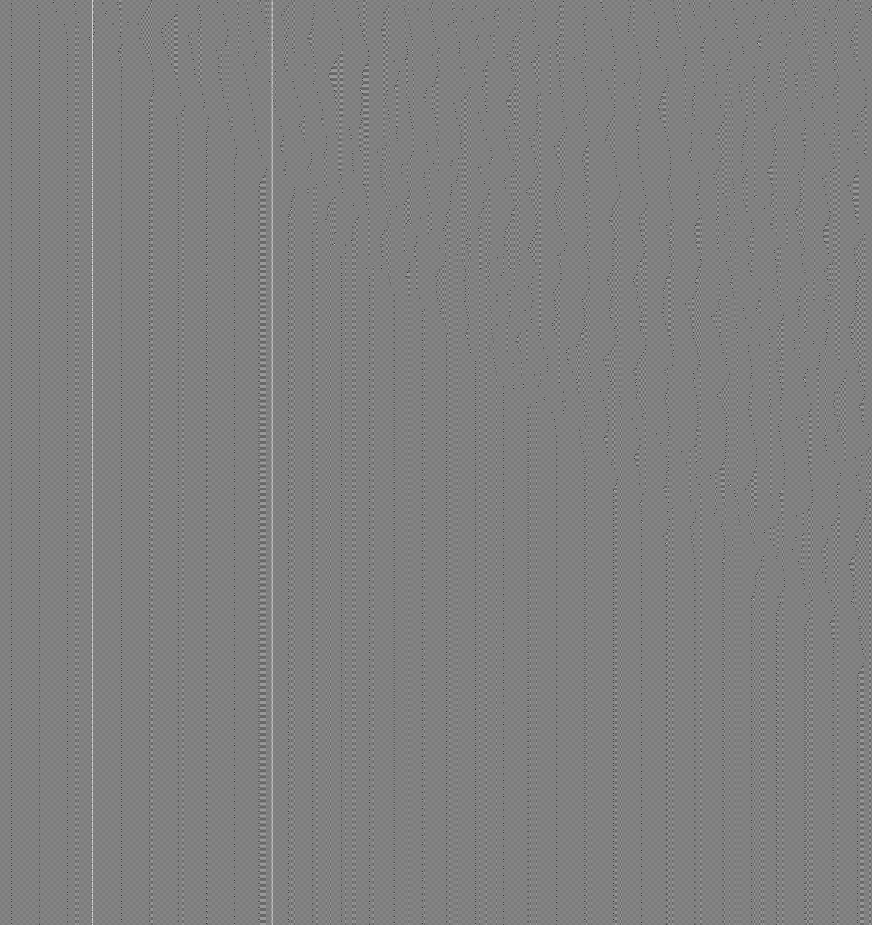
2014.06.02	Stakeholder List	Stakeholder List	111(d)	Blast E-Mail	Sent 111(d) plan and press release
2014.06.02	Stakeholder List	Stakeholder List	111(d)	Blast E-Mail	Sent 111(d) tweet hashtags
2014.06.02	Stakeholder List	Stakeholder List	111(d)	Blast E-Mail	Sent 111(d) stakeholder call information

# Not Responsive

[illegible]

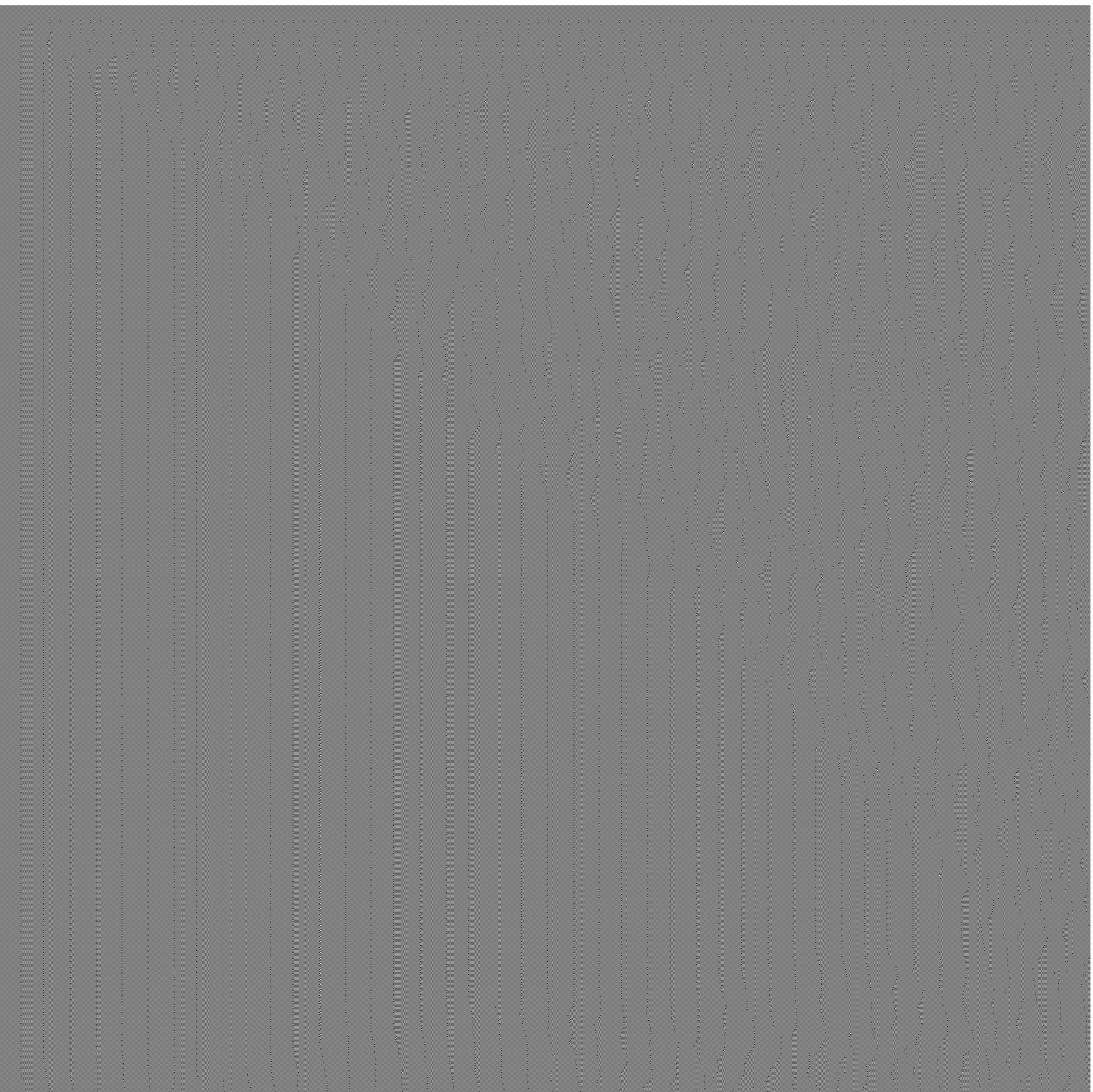
Carly's Stakeholder Engagement Tracker


## Carly's Stakeholder Engagement Tracker



## Carly's Stakeholder Engagement Tracker

## Carly's Stakeholder Engagement Tracker





## Carly's Stakeholder Engagement Tracker

[illegible]

## Carly's Stakeholder Engagement Tracker

1. The first step in the process is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the problem.

2. Once the problem is identified, the next step is to define the objectives and goals of the project. This helps to clarify what needs to be achieved and provides a clear direction for the work.

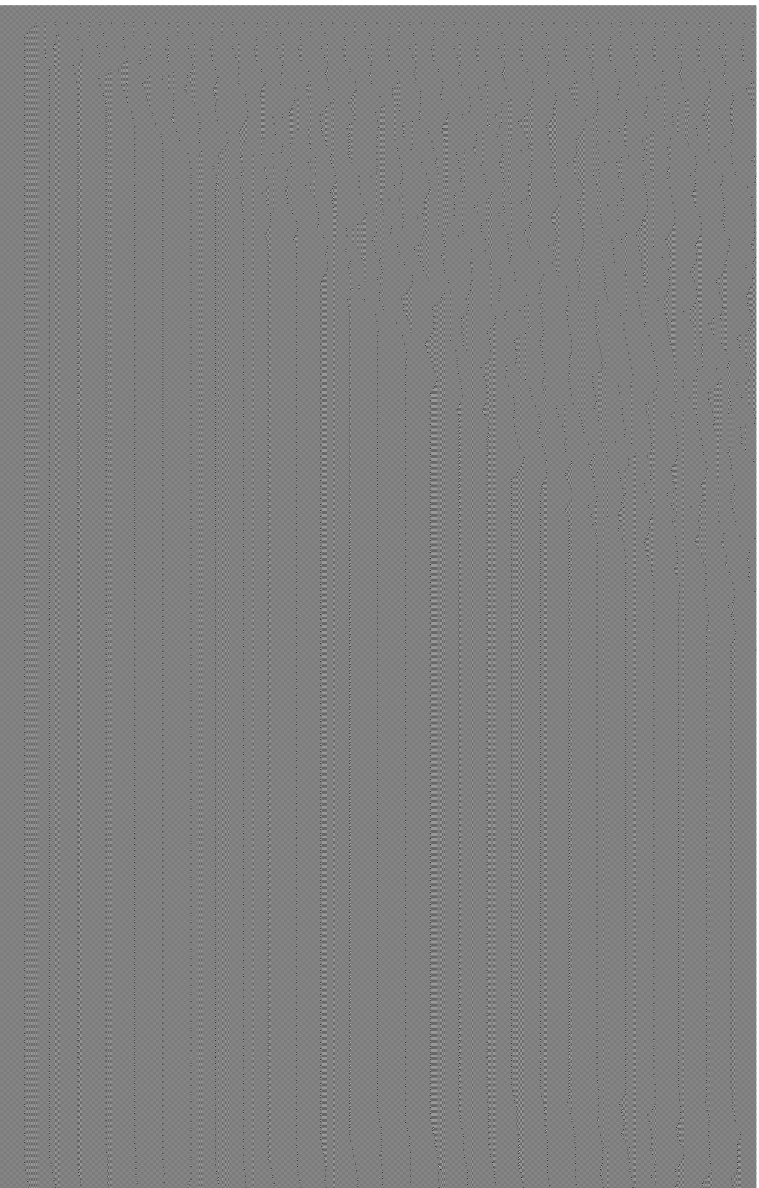
3. The third step is to develop a plan or strategy to address the problem. This involves breaking down the problem into smaller, manageable tasks and determining the resources needed to complete them.

4. The fourth step is to implement the plan. This involves putting the strategy into action and monitoring progress to ensure that the objectives are being met.

5. Finally, the fifth step is to evaluate the results of the project. This involves assessing the outcomes against the objectives and identifying any areas for improvement or further action.

## Carly's Stakeholder Engagement Tracker

## Carly's Stakeholder Engagement Tracker

A large gray rectangular area representing a redacted table. The table is intended to be Carly's Stakeholder Engagement Tracker, but its contents are obscured by a solid gray block.

## Carly's Stakeholder Engagement Tracker

## Carly's Stakeholder Engagement Tracker

## Carly's Stakeholder Engagement Tracker

## Carly's Stakeholder Engagement Tracker



## Carly's Stakeholder Engagement Tracker

Date of Event	Requested Speaker	Organization	Type of Event

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Location	Status	Requestor	Date Submitted

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**To:** Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Bollerud, Erica[Bollerud.Erica@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]; Wilson, Erika[Wilson.Erika@epa.gov]  
**From:** Dennis, Allison  
**Sent:** Wed 12/10/2014 8:56:58 PM  
**Subject:** RE: FB questions

• Yes, we've already answered with: We project that when our proposed Clean Power Plan is fully implemented in 2030, electricity bills are expected to be roughly 8 percent lower than they would be without the Plan, saving Americans about \$8 on an average monthly residential electricity bill. Learn more: [epa.gov/cleanpowerplan](http://epa.gov/cleanpowerplan)

**From:** Drinkard, Andrea  
**Sent:** Wednesday, December 10, 2014 3:52 PM  
**To:** Bollerud, Erica; Bremer, Kristen; Wilson, Erika  
**Cc:** Dennis, Allison  
**Subject:** Re: FB questions

I think we already answered the first one via the main FB page. Adding Allison to confirm.

**From:** Bollerud, Erica  
**Sent:** Wednesday, December 10, 2014 3:50 PM  
**To:** Bremer, Kristen; Wilson, Erika; Drinkard, Andrea  
**Subject:** RE: FB questions

## Ex. 5 - Deliberative

**From:** Bremer, Kristen  
**Sent:** Wednesday, December 10, 2014 3:37 PM

**To:** Wilson, Erika; Bollerud, Erica; Drinkard, Andrea  
**Subject:** FW: FB questions

Here are some options that are 140 characters or less for tweeting in response to the first question. Thoughts?

# Ex. 5 - Deliberative

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Kristen Bremer

Policy Analysis & Communications

U.S. EPA, Office of Air Quality Planning & Standards

Email: [bremer.kristen@epa.gov](mailto:bremer.kristen@epa.gov)

Phone: 919.541.9424

Cell: Personal cell/email

**From:** Leonhart, Kristinn  
**Sent:** Tuesday, December 09, 2014 3:32 PM  
**To:** Bremer, Kristen  
**Subject:** FW: FB questions

# Non-responsive

# Non-responsive

**From:** Miller, Julia  
**Sent:** Tuesday, December 09, 2014 1:40 PM  
**To:** Bryson, Joe; Leonhart, Kristinn  
**Cc:** Wilson, Erika; Bollerud, Erica; Bremer, Kristen  
**Subject:** RE: FB questions

You should check with Erika Wilson, Erica Bollerud and/or Kristen Bremer.

**From:** Bryson, Joe  
**Sent:** Tuesday, December 09, 2014 1:22 PM  
**To:** Leonhart, Kristinn  
**Cc:** Miller, Julia  
**Subject:** RE: FB questions

Kris,

I think Erika Wilson and/or Julia Miller/Erica Bollerud are the ones that can point you in right direction on reg-oriented qs.

Cc'ing Julia for headsup/input.

Best,

Joe

Joe Bryson

US EPA, Climate Protection Partnerships Division

(202) 343-9631

**From:** Leonhart, Kristinn  
**Sent:** Tuesday, December 09, 2014 12:51 PM  
**To:** Ng, Brian; Durrett, Denise; Bryson, Joe  
**Subject:** Fwd: FB questions

Brian/Denise: a couple more qs; Joe: can you please either answer the reg-oriented qs if appropriate? We are being asked to answer in 127 characters (including spaces) or less so answers can also be Tweeted.

Sent from my iPhone

Begin forwarded message:

**From:** "Orquina, Jessica" <[Orquina.Jessica@epa.gov](mailto:Orquina.Jessica@epa.gov)>  
**Date:** December 9, 2014 at 12:19:14 PM EST  
**To:** "Leonhart, Kristinn" <[Leonhart.Kristinn@epa.gov](mailto:Leonhart.Kristinn@epa.gov)>  
**Cc:** "Dennis, Allison" <[Dennis.Allison@epa.gov](mailto:Dennis.Allison@epa.gov)>  
**Subject:** RE: FB question



And, here's some more questions. The new questions are below. Everything is in the attached doc.

**#SaveEnergyWk Questions – Monday, December 09, 2014**

**On Facebook**

**Question:**

Good Green Guru the House Committee on Energy and Commerce is telling us the new EPA power plant regulations will increase the cost of electricity. Is that true ?

Status: checking with OAR

**Non-responsive**

**On Twitter**

**Non-responsive**

# Non-responsive

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of Public Affairs  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: Personal cell/email

Please consider the environment before printing this email.

**From:** Orquina, Jessica  
**Sent:** Tuesday, December 09, 2014 12:17 PM  
**To:** Leonhart, Kristinn  
**Cc:** Dennis, Allison  
**Subject:** RE: FB question

Thanks! Is it okay if I add a little:

# Non-responsive

# Non-responsive

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of Public Affairs  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: Personal cell/email

Please consider the environment before printing this email.

**From:** Leonhart, Kristinn  
**Sent:** Tuesday, December 09, 2014 11:21 AM  
**To:** Orquina, Jessica  
**Cc:** Dennis, Allison  
**Subject:** Fwd: FB question

Hi Jess,

Here is another answer:

# Non-responsive

# Non-responsive

**From:** "Orquina, Jessica" <[Orquina.Jessica@epa.gov](mailto:Orquina.Jessica@epa.gov)>

**Date:** December 9, 2014 at 10:49:41 AM EST

**To:** "Leonhart, Kristinn" <[Leonhart.Kristinn@epa.gov](mailto:Leonhart.Kristinn@epa.gov)>

**Cc:** "Dennis, Allison" <[Dennis.Allison@epa.gov](mailto:Dennis.Allison@epa.gov)>

**Subject: RE: FB question**

Okay, Jay has asked that we answer these questions in text, not video. So, once you've got answers approved for all the ones you want to answer, I'll get them approved here & posted.

I'm already working on Brian's answer to the question from FB about older houses.

Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of Public Affairs  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: Personal cell/email

Please consider the environment before printing this email.

**From:** Orquina, Jessica

**Sent:** Monday, December 08, 2014 5:27 PM  
**To:** Leonhart, Kristinn  
**Cc:** Dennis, Allison  
**Subject:** RE: FB question

Ha! Yes, we're in agreement there!

Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of Public Affairs  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: Personal cell/email

Please consider the environment before printing this email.

**From:** Leonhart, Kristinn  
**Sent:** Monday, December 08, 2014 5:26 PM  
**To:** Orquina, Jessica  
**Cc:** Dennis, Allison  
**Subject:** Re: FB question

## Ex. 5 - Deliberative

Sent from my iPhone

On Dec 8, 2014, at 5:05 PM, Orquina, Jessica <[Orquina.Jessica@epa.gov](mailto:Orquina.Jessica@epa.gov)>

wrote:

I'm working on it. I made a couple tweaks to the answer. I've included the updated version – the other questions I found online in the attached document. Now, for the additional questions, send me draft answers for the ones you want to answer and let me know which you'd like to ignore.

Thanks! Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of Public Affairs  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: Personal cell/email

Please consider the environment before printing this email.

**From:** Leonhart, Kristinn  
**Sent:** Monday, December 08, 2014 4:41 PM  
**To:** Orquina, Jessica  
**Cc:** Dennis, Allison  
**Subject:** Re: FB question

Yes, that would be great! Thx Jess!

**Non-responsive**

# Non-responsive

On Dec 8, 2014, at 4:38 PM, Orquina, Jessica  
<[Orquina.Jessica@epa.gov](mailto:Orquina.Jessica@epa.gov)> wrote:

Hi! Has this been approved in your office? I can work the approvals in OPA if you'd like.

Jess

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of Public Affairs  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile Personal cell/email

Please consider the environment before printing this email.

**From:** Dennis, Allison  
**Sent:** Monday, December 08, 2014 3:25 PM  
**To:** Leonhart, Kristinn; Orquina, Jessica  
**Subject:** RE: FB question

This is great, Kristinn!

**From:** Leonhart, Kristinn  
**Sent:** Monday, December 08, 2014 2:53 PM  
**To:** Dennis, Allison; Orquina, Jessica  
**Subject:** Fwd: FB question

# Non-responsive

Sent from my iPhone

Begin forwarded message:

**From:** "Ng, Brian" <[Ng.Brian@epa.gov](mailto:Ng.Brian@epa.gov)>  
**Date:** December 8, 2014 at 2:39:24 PM EST  
**To:** "Leonhart, Kristinn" <[Leonhart.Kristinn@epa.gov](mailto:Leonhart.Kristinn@epa.gov)>  
**Cc:** "Monahan, Eamon" <[Monahan.Eamon@epa.gov](mailto:Monahan.Eamon@epa.gov)>  
**Subject:** FB question

# Non-responsive

Brian

Sent from my iPhone

<SaveEnergyWk questions - Dec 8 JAO.docx>

<SaveEnergyWk questions - Dec 8 JAO.docx>





**To:** Jones, Enesta[Jones.Enesta@epa.gov]  
**From:** Jones, Enesta  
**Sent:** Mon 12/8/2014 8:42:32 PM  
**Subject:** Daily Wrap: 12.8.14

**Air**

# Non-responsive

Bloomberg [Received 12/5] -- CLOSED 12/5 -- Sent Janet's blog, link to comments, number of comments and next steps on Clean Power Plan.

# Non-responsive

**Non-responsive**

**Enesta Jones**

U.S. EPA, Office of Media Relations

**Desk:** 202.564.7873

**Cell:** 202.236.2426

**To:** Davis, Alison[Davis.Alison@epa.gov]  
**Cc:** Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]; Wilson, Erika[Wilson.Erika@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]  
**From:** Jones, Enesta  
**Sent:** Tue 12/2/2014 8:21:13 PM  
**Subject:** Re: Answer for the questions 'we're getting on specific comments on CPP

Totally agree, thanks.

**Enesta Jones**

U.S. EPA, Office of Media Relations

**Desk:** 202.564.7873

**Cell:** 202.236.2426

On Dec 2, 2014, at 3:19 PM, "Davis, Alison" <Davis.Alison@epa.gov> wrote:

Hi Enesta – for Argus, Capital NY and any of the other inquiries asking us to comment on specific comments we're getting on CPP, let's send the link to Janet's

Blog along with the sentence below. Thanks.

<http://blog.epa.gov/epaconnect/2014/12/your-engagement-protects-public-health-bolsters-climate-action/>

The next step in the process is for EPA to review the public comments are we work to issue a final rule.

-----  
Alison Davis

Senior Advisor for Public Affairs

US EPA, Office of Air Quality Planning & Standards

Research Triangle Park, NC 27711

Desk: 919-541-7587

Mobile: Personal cell/email

**To:** Jones, Enesta[Jones.Enesta@epa.gov]  
**Cc:** Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]; Davis, Alison[Davis.Alison@epa.gov]; Hull, George[Hull.George@epa.gov]  
**From:** Purchia, Liz  
**Sent:** Tue 12/2/2014 2:00:29 AM  
**Subject:** Re: Governor Scott Walker Submits Letter in Opposition to EPA Regulations

Thanks  
Liz Purchia  
Direct 202-564-6691  
Cell 202-841-2230

---

**From:** Jones, Enesta  
**Sent:** Monday, December 1, 2014 8:51:09 PM  
**To:** Purchia, Liz  
**Cc:** Drinkard, Andrea; Bremer, Kristen; Davis, Alison; Hull, George; Jones, Enesta  
**Subject:** Re: Governor Scott Walker Submits Letter in Opposition to EPA Regulations

## **Walker complains to feds about new air rules**

By: AP [Email](#)

**MADISON, Wis. (AP)** -- Gov. Scott Walker has sent a letter to the U.S. Environmental Protection Agency warning new air pollution regulations would hurt Wisconsin and the nation.

President Barack Obama's administration has proposed a rule calling for cutting carbon dioxide emissions by 30 percent by 2030.

Walker, a Republican, said in Monday's letter that the state Public Service Commission estimates compliance could cost up to \$13.4 billion in Wisconsin alone.

He says rule could increase electric rates by as much as 30 percent. He added Wisconsin obtains more than half its electricity from coal and shifting to natural gas will jeopardize reliability.

An EPA spokeswoman issued a statement saying any small price increases would be dwarfed by huge benefits and it's too early to make reliability claims since states haven't developed implementation plans.

**Enesta Jones**  
U.S. EPA, Office of Media Relations  
**Desk:** 202.564.7873  
**Cell:** 202.236.2426

On Dec 1, 2014, at 5:38 PM, "Purchia, Liz" <[Purchia.Liz@epa.gov](mailto:Purchia.Liz@epa.gov)> wrote:

I think you can give him the blog and note that we will review his letter.

You can also send this from me

We can cut pollution while keeping our energy affordable and reliable. Any small, short-term change in electricity prices would be within normal fluctuations the power sector already deals with. And any small price increase—think about the price of a gallon of milk a month—is dwarfed by huge benefits. This is an investment in better health and a better future for our kids. If states are smart about taking advantage of efficiency opportunities, we predict that when the effects of this plan are in place in 2030, average electricity bills will be 8 percent cheaper.

At this point, it is too early to make claims regarding reliability when states have yet to develop plans and the Clean Power Plan is incredibly flexible and will allow states to address concerns about reliability. A large toolbox is available to planners to ensure adequate electricity supply and states have proven again and again that they can meet environmental requirements while also maintaining a reliable grid.

During the development of the proposed rule, EPA devoted significant attention to ensuring that the Clean Power Plan's public health and environmental protections can be achieved without interfering with a reliable supply of electricity. In the Agency's 40-year history, emissions from power plant pollution have decreased dramatically, improving public health protection for all Americans, while the economy has grown. And there have been no instances in which Clean Air Act standards have caused the lights to go out. The Clean Power Plan reflects the EPA's continued commitment to ensuring reliability as standards and programs move forward.

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Jones, Enesta  
**Sent:** Monday, December 01, 2014 5:33 PM  
**To:** Purchia, Liz; Drinkard, Andrea; Bremer, Kristen; Davis, Alison  
**Cc:** Jones, Enesta  
**Subject:** Fwd: Governor Scott Walker Submits Letter in Opposition to EPA Regulations

Can you help here?

**Enesta Jones**

U.S. EPA, Office of Media Relations

**Desk:** 202.564.7873

**Cell:** 202.236.2426

Begin forwarded message:

**From:** "Richmond, Todd" <[TRichmond@ap.org](mailto:TRichmond@ap.org)>  
**Date:** December 1, 2014 at 5:31:47 PM EST  
**To:** "[Jones.enesta@epa.gov](mailto:Jones.enesta@epa.gov)" <[Jones.enesta@epa.gov](mailto:Jones.enesta@epa.gov)>  
**Subject: FW: Governor Scott Walker Submits Letter in Opposition to EPA Regulations**

Hi Enesta. Todd Richmond here from The Associated Press in Madison, Wis. Wondering if anyone has seen this letter from Gov. Scott Walker and has any response. My number is 608-255-3679. Thanks.

**From:** GOV Press [<mailto:GOVPress@wisconsin.gov>]  
**Sent:** Monday, December 01, 2014 4:06 PM  
**To:** GOV Press  
**Subject:** Governor Scott Walker Submits Letter in Opposition to EPA Regulations



**To:** Purchia, Liz[Purchia.Liz@epa.gov]  
**Cc:** Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Bremer, Kristen[Bremer.Kristen@epa.gov]; Davis, Alison[Davis.Alison@epa.gov]  
**From:** Jones, Enesta  
**Sent:** Mon 12/1/2014 10:38:39 PM  
**Subject:** Re: Governor Scott Walker Submits Letter in Opposition to EPA Regulations

Will do, thanks.

**Enesta Jones**

U.S. EPA, Office of Media Relations

**Desk:** 202.564.7873

**Cell:** 202.236.2426

On Dec 1, 2014, at 5:38 PM, "Purchia, Liz" <[Purchia.Liz@epa.gov](mailto:Purchia.Liz@epa.gov)> wrote:

I think you can give him the blog and note that we will review his letter.

You can also send this from me

We can cut pollution while keeping our energy affordable and reliable. Any small, short-term change in electricity prices would be within normal fluctuations the power sector already deals with. And any small price increase—think about the price of a gallon of milk a month—is dwarfed by huge benefits. This is an investment in better health and a better future for our kids. If states are smart about taking advantage of efficiency opportunities, we predict that when the effects of this plan are in place in 2030, average electricity bills will be 8 percent cheaper.

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During the development of the proposed rule, EPA devoted significant attention to ensuring that the Clean Power Plan's public health and environmental protections can be achieved without interfering with a reliable supply of electricity. In the Agency's 40-year history, emissions from power plant pollution have decreased dramatically, improving public health protection for all Americans, while the economy has grown. And there have been no instances in which Clean Air Act standards have caused the lights to go out. The Clean Power Plan reflects the EPA's continued commitment to ensuring reliability as standards

and programs move forward.

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Jones, Enesta

**Sent:** Monday, December 01, 2014 5:33 PM

**To:** Purchia, Liz; Drinkard, Andrea; Bremer, Kristen; Davis, Alison

**Cc:** Jones, Enesta

**Subject:** Fwd: Governor Scott Walker Submits Letter in Opposition to EPA Regulations

Can you help here?

**Enesta Jones**

U.S. EPA, Office of Media Relations

**Desk:** 202.564.7873

**Cell:** 202.236.2426

Begin forwarded message:

**From:** "Richmond, Todd" <[TRichmond@ap.org](mailto:TRichmond@ap.org)>

**Date:** December 1, 2014 at 5:31:47 PM EST

**To:** "[Jones.enesta@epa.gov](mailto:Jones.enesta@epa.gov)" <[Jones.enesta@epa.gov](mailto:Jones.enesta@epa.gov)>

**Subject: FW: Governor Scott Walker Submits Letter in Opposition to EPA Regulations**

Hi Enesta. Todd Richmond here from The Associated Press in Madison, Wis.  
Wondering if anyone has seen this letter from Gov. Scott Walker and has any

response. My number is 608-255-3679. Thanks.

**From:** GOV Press [<mailto:GOVPress@wisconsin.gov>]

**Sent:** Monday, December 01, 2014 4:06 PM

**To:** GOV Press

**Subject:** Governor Scott Walker Submits Letter in Opposition to EPA Regulations

**To:** Purchia, Liz[Purchia.Liz@epa.gov]; Reynolds, Thomas[Reynolds.Thomas@epa.gov]; Drinkard, Andrea[Drinkard.Andrea@epa.gov]; Johnson, Alisha[Johnson.Alisha@epa.gov]; McCabe, Janet[McCabe.Janet@epa.gov]; Millett, John[Millett.John@epa.gov]  
**From:** Goffman, Joseph  
**Sent:** Mon 7/7/2014 2:45:11 PM  
**Subject:** Re: NYT story on NRDC and CPP

## Ex. 5 - Deliberative

Joe Goffman



## Ex. 5 - Deliberative

Liz Purchia

Press Secretary

U.S. Environmental Protection Agency

Direct: 202-564-6691

Cell: 202-841-2230

**From:** Goffman, Joseph

**Sent:** Monday, July 07, 2014 10:44 AM

**To:** Purchia, Liz; Reynolds, Thomas; Drinkard, Andrea; Johnson, Alisha; McCabe, Janet; Millett, John

**Subject:** Re: NYT story on NRDC and CPP

## Ex. 5 - Deliberative

Joe Goffman

**From:** Purchia, Liz

**Sent:** Monday, July 7, 2014 10:42 AM

**To:** Reynolds, Thomas; Drinkard, Andrea; Johnson, Alisha; Goffman, Joseph; McCabe, Janet; Millett, John

**Subject:** RE: NYT story on NRDC and CPP

## **Ex. 5 - Deliberative**

Liz Purchia  
Press Secretary  
U.S. Environmental Protection Agency  
Direct: 202-564-6691  
Cell: 202-841-2230

-----Original Message-----

From: Reynolds, Thomas  
Sent: Monday, July 07, 2014 10:42 AM  
To: Drinkard, Andrea; Purchia, Liz; Johnson, Alisha; Goffman, Joseph; McCabe, Janet; Millett, John  
Subject: RE: NYT story on NRDC and CPP

How is this for a headline:

## **Ex. 5 - Deliberative**

-----Original Message-----

From: Drinkard, Andrea  
Sent: Monday, July 07, 2014 10:35 AM  
To: Purchia, Liz; Reynolds, Thomas; Johnson, Alisha; Goffman, Joseph; McCabe, Janet; Millett, John  
Subject: RE: NYT story on NRDC and CPP

Here's the updated draft that includes some minor tweaks from Joe. Copy and pasted below and in an attachment. This should be final.

## **Ex. 5 - Deliberative**

# **Ex. 5 - Deliberative**

# Ex. 5 - Deliberative

Andrea Drinkard  
U.S. Environmental Protection Agency  
Office of Air and Radiation  
Email: [drinkard.andrea@epa.gov](mailto:drinkard.andrea@epa.gov)  
Phone: 202.564.1601  
Cell: 202.236.7765

-----Original Message-----

From: Purchia, Liz  
Sent: Monday, July 07, 2014 8:54 AM  
To: Drinkard, Andrea; Reynolds, Thomas; Johnson, Alisha; Goffman, Joseph; McCabe, Janet; Millett, John  
Subject: RE: NYT story on NRDC and CPP

Thanks for the reminder. I think we should put up this blog by Janet and/or Joe today after Joe has a chance to take a look.

Liz Purchia  
Press Secretary  
U.S. Environmental Protection Agency  
Direct: 202-564-6691  
Cell: 202-841-2230

-----Original Message-----

From: Drinkard, Andrea  
Sent: Monday, July 07, 2014 7:47 AM  
To: Purchia, Liz; Reynolds, Thomas; Johnson, Alisha; Goffman, Joseph; McCabe, Janet; Millett, John  
Subject: RE: NYT story on NRDC and CPP

FWIW, here's the draft blog we drafted a couple weeks back. This includes Janet's comments, but does not yet include Joe's.

# Ex. 5 - Deliberative

# **Ex. 5 - Deliberative**



# Ex. 5 - Deliberative

Andrea Drinkard  
U.S. Environmental Protection Agency  
Office of Air and Radiation  
Email: [drinkard.andrea@epa.gov](mailto:drinkard.andrea@epa.gov)  
Phone: 202.564.1601  
Cell: 202.236.7765

-----Original Message-----

From: Purchia, Liz  
Sent: Monday, July 07, 2014 6:49 AM  
To: Reynolds, Thomas; Johnson, Alisha; Goffman, Joseph; McCabe, Janet; Drinkard, Andrea; Millett, John  
Subject: NYT story on NRDC and CPP

# Non-responsive

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raised \$2.6 million.

# Non-responsive

# Non-responsive

**To:** Enck, Judith[Enck.Judith@epa.gov]; Garvin, Shawn[garvin.shawn@epa.gov]  
**From:** Goffman, Joseph  
**Sent:** Wed 6/11/2014 11:08:52 PM  
**Subject:** State Targets: Blog Post and Rough TPs

Just following up on our discussion earlier this afternoon. Link is to the blog post and below it are some rough TPs that Janet and I used during our meetings last week. Thanks.

<http://blog.epa.gov/epaconnect/2014/06/the-clean-power-plan-following-a-consistent-approach-to-setting-state-goals/>

**Non-responsive**

# Non-responsive

**To:** Hart, Daniel[Hart.Daniel@epa.gov]  
**From:** Orquina, Jessica  
**Sent:** Mon 9/22/2014 7:01:34 PM  
**Subject:** MORE DANNY READ! What are you doing posts...  
Climate Week Infographics Messaging - 9-22-14 JAO.docx

Here you go...

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of Public Affairs  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile: Personal cell/email

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.



#actonclimate

[www.epa.gov](http://www.epa.gov)

Our Clean Power Plan is a good investment. \$1 spent on it will result in \$7 in health benefits.

#ActOnClimate

What's a \$1 worth? \$7 in health benefits when invested in our Clean Power Plan. #ActOnClimate

Environment + economy = health benefits. \$1 spent on our Clean Power Plan gets \$7 in health benefits.

#ActOnClimate

A good investment? \$1 spent on our Clean Power Plan will result in \$7 in health. #ActOnClimate

**Non-responsive**

What's good for your health and our nation's bottom line? Our Clean Power Plan. #ActOnClimate.



# Non-responsive

# Non-responsive

**To:** Hart, Daniel[Hart.Daniel@epa.gov]  
**From:** Orquina, Jessica  
**Sent:** Mon 9/22/2014 6:23:23 PM  
**Subject:** DANNY READ: Infographic messaging  
Climate Week Infographics Messaging - 9-22-14 JAO.docx

Here you go...

Jessica Ann Orquina

Social Media Lead  
Office of Web Communications  
Office of Public Affairs  
U.S. Environmental Protection Agency

Email: [orquina.jessica@epa.gov](mailto:orquina.jessica@epa.gov)

Office: 202-564-0446

Mobile Personal cell/email

EPA: <http://www.epa.gov>

Social Media at EPA:

<http://www.epa.gov/epahome/socialmedia.html>

Please consider the environment before printing this email.



#actonclimate

[www.epa.gov](http://www.epa.gov)

Our Clean Power Plan is a good investment. \$1 spent on it will result in \$7 in health benefits.

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Environment + economy = health benefits. \$1 spent on our Clean Power Plan gets \$7 in health benefits.

#ActOnClimate

A good investment? \$1 spent on our Clean Power Plan will result in \$7 in health. #ActOnClimate

**Non-responsive**

What's good for your health and our nation's bottom line? Our Clean Power Plan. #ActOnClimate.

# Non-responsive

# Non-responsive

Scheduled Social Media Posts: 7/2/14

Time	Content	Channel
10:00 AM	With our Clean Power Plan, we expect 30 percent of our electricity will still come from coal by 2030. #ActOnClimate	Twitter, Google+, FB, Spanish TW, Spanish FB

Non-responsive

**To:** Loop, Travis[Loop.Travis@epa.gov]; Millett, John[Millett.John@epa.gov]; Bassler, Rachel[Bassler.Rachel@epa.gov]  
**Cc:** Ron Slotkin[Slotkin.Ron@epa.gov]; Suhasini Ghosh  
**From:** Ryan, Jini  
**Sent:** Thur 8/21/2014 6:03:02 PM  
**Subject:** FW: EPA social media quiz #2  
Ghosh EPA Online Quiz-Final Review 2.pptx

Personal cell/email

Hi everyone!

We haven't heard from any of you so I'm resending my earlier message in case it was lost in your inbox. Thanks!

Jini

Ms. Jini Ryan  
Executive Video Producer  
Office of Multimedia (OM)  
U.S. Environmental Protection Agency

202-564-0175 (Office)  
Personal cell/email (Cell)  
ryan.jini@epa.gov (Email)

Address:  
William Jefferson Clinton Federal Building - North, Room 6330 H  
1200 Pennsylvania Ave., NW  
Washington, DC 20460

\*\*\*\*\*  
Office of Multimedia intranet site  
<http://intranet.epa.gov/media/>  
\*\*\*\*\*

**From:** Ryan, Jini



**Sent:** Tuesday, August 12, 2014 9:42 AM  
**To:** Loop, Travis; Millett, John; Bassler, Rachel  
**Cc:** Ron Slotkin; 'Suhagini Ghosh'  
**Subject:** EPA social media quiz #2

All,

Reaching out to you again for the second social media quiz. This one was assembled by our multimedia intern Sue. This one follows a multiple choice format and pulls details/statistics from EPA's website as a test of people's knowledge.

This one has been through senior leadership review and has been approved to move forward as a product. We'd really appreciate it if you could all review this content as you did with the previous quiz and give us your feedback so we can make any necessary edits before we go into production.

FYI ... the first quiz is being built right now and is slated to launch as part of "back to school" week.

Thanks!

Jini

Ms. Jini Ryan  
Executive Video Producer  
Office of Multimedia (OM)  
U.S. Environmental Protection Agency

202-564-0175 (Office)

Personal cell/email (Cell)

ryan.jini@epa.gov (Email)

Address:

William Jefferson Clinton Federal Building - North, Room 6330 H  
1200 Pennsylvania Ave., NW  
Washington, DC 20460

# Are You Climate Change Savvy?

Sue Ghosh

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# Non-responsive



# Non-responsive

# Non-responsive

### Question 3

**True or False? The Clean Power Plan will help cut carbon pollution from the power sector by 30% below 2005 levels..**

**TRUE**

**FALSE**



Make power  
plants cleaner



Generate electricity  
from cleaner sources



Expand  
renewable energy



Increase energy  
efficiency

**CLEAN POWER PLAN**



### Question 3

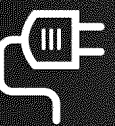
**True or False? The Clean Power Plan will help cut carbon pollution from the power sector by 30% below 2005 levels..**

# TRUE

# FALSE



Make power plants cleaner



Generate electricity from cleaner sources



Expand renewable energy



Increase energy efficiency

**CLEAN POWER PLAN**

## Correct!



### Question 3

True or False? The Clean Power Plan will help cut carbon pollution from the power sector by 30% below 2005 levels..

TRUE

FALSE

Incorrect!



Make power plants cleaner



Generate electricity from cleaner sources



Expand renewable energy



Increase energy efficiency

CLEAN POWER PLAN

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Carly's Stakeholder Engagement Tracker

Date	Organization	Contact	Topic	Medium	Comments
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Non-responsive

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Non-responsive

2014.10.30	All stakeholders	GovDelivery list	EPA Highlights	blast email	Clean Power Plan NODAs and supplemental proposal, <b>Non-responsive</b>
					<b>Non-responsive</b>
2014.10.28	Stakeholder List	Portfolio Lists	Clean Power Plan	blast email	Blast email to stakeholder lists on Clean Power Plan NODA and supplemental proposal

Non-responsive

# Non-responsive

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Non-responsive

2014.09.18	All stakeholders	GovDelivery list	EPA Highlights	blast email	Clean Power Plan extension, Non-responsive
					Non-responsive

Non-responsive

# Non-responsive

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# Non-responsive

	Alliance for Climate Education	Leah Qusba	youth, climate	email	Email chain with Leah to talk about students commenting on the Clean Power Plan and writing articles
2014.07.29					Public Hearings on Clean Power Plan,
2014.07.25	All stakeholders	GovDelivery list	EPA Highlights	blast email	Non-responsive

# Non-responsive

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Non-responsive

2014.06.12	All stakeholders	GovDelivery list	EPA Highlights	blast email	Administrator and Clean Power Plan travel; Non-responsive
2014.06.06	All stakeholders	GovDelivery list	EPA Highlights	blast email	Clean Power Plan announcement

# Non-responsive

Carly's Stakeholder Engagement Tracker

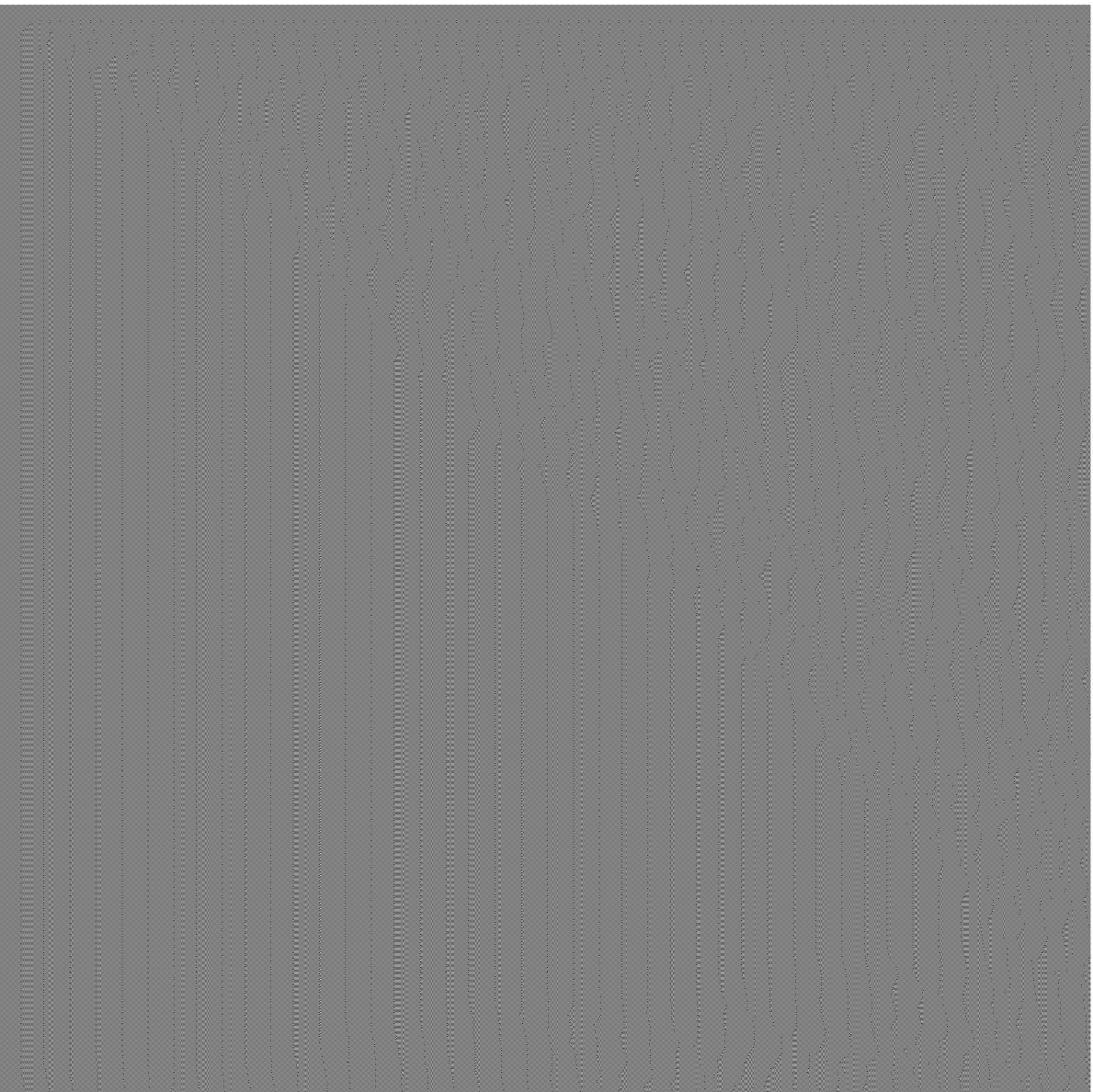

Carly's Stakeholder Engagement Tracker

Stakeholder		Engagement Type	Frequency	Impact
Internal Stakeholders		Meetings	Quarterly	High
External Stakeholders		Surveys	Annual	Medium
Community Stakeholders		Workshops	Bi-annual	Low
Government Stakeholders		Advisory Committees	Quarterly	High
Academic Stakeholders		Conferences	Annual	Medium
Industry Stakeholders		Networking Events	Quarterly	Low
Media Stakeholders		Press Releases	As needed	Medium
Non-Profit Stakeholders		Partnerships	Annual	High
Investor Stakeholders		Investor Meetings	Quarterly	High
Customer Stakeholders		Feedback Surveys	Quarterly	Medium
Supplier Stakeholders		Supplier Meetings	Quarterly	Low
Regulatory Stakeholders		Regulatory Updates	Annual	High
Competitor Stakeholders		Competitor Analysis	Quarterly	Medium
Technology Stakeholders		Technology Conferences	Annual	Low
Environmental Stakeholders		Environmental Impact Assessments	Annual	High
Social Stakeholders		Social Media Engagement	Continuous	Medium
Economic Stakeholders		Economic Impact Studies	Annual	Low
Cultural Stakeholders		Cultural Heritage Projects	Annual	Medium
Political Stakeholders		Political Advocacy	Quarterly	High
Religious Stakeholders		Religious Events	Annual	Low
Educational Stakeholders		Educational Programs	Annual	Medium
Healthcare Stakeholders		Healthcare Conferences	Annual	Low
Legal Stakeholders		Legal Consultations	Quarterly	High
Financial Stakeholders		Financial Reports	Quarterly	Medium
Environmental Stakeholders		Environmental Impact Assessments	Annual	High
Social Stakeholders		Social Media Engagement	Continuous	Medium
Economic Stakeholders		Economic Impact Studies	Annual	Low
Cultural Stakeholders		Cultural Heritage Projects	Annual	Medium
Political Stakeholders		Political Advocacy	Quarterly	High
Religious Stakeholders		Religious Events	Annual	Low
Educational Stakeholders		Educational Programs	Annual	Medium
Healthcare Stakeholders		Healthcare Conferences	Annual	Low
Legal Stakeholders		Legal Consultations	Quarterly	High
Financial Stakeholders		Financial Reports	Quarterly	Medium



## Carly's Stakeholder Engagement Tracker

## Carly's Stakeholder Engagement Tracker



## Carly's Stakeholder Engagement Tracker

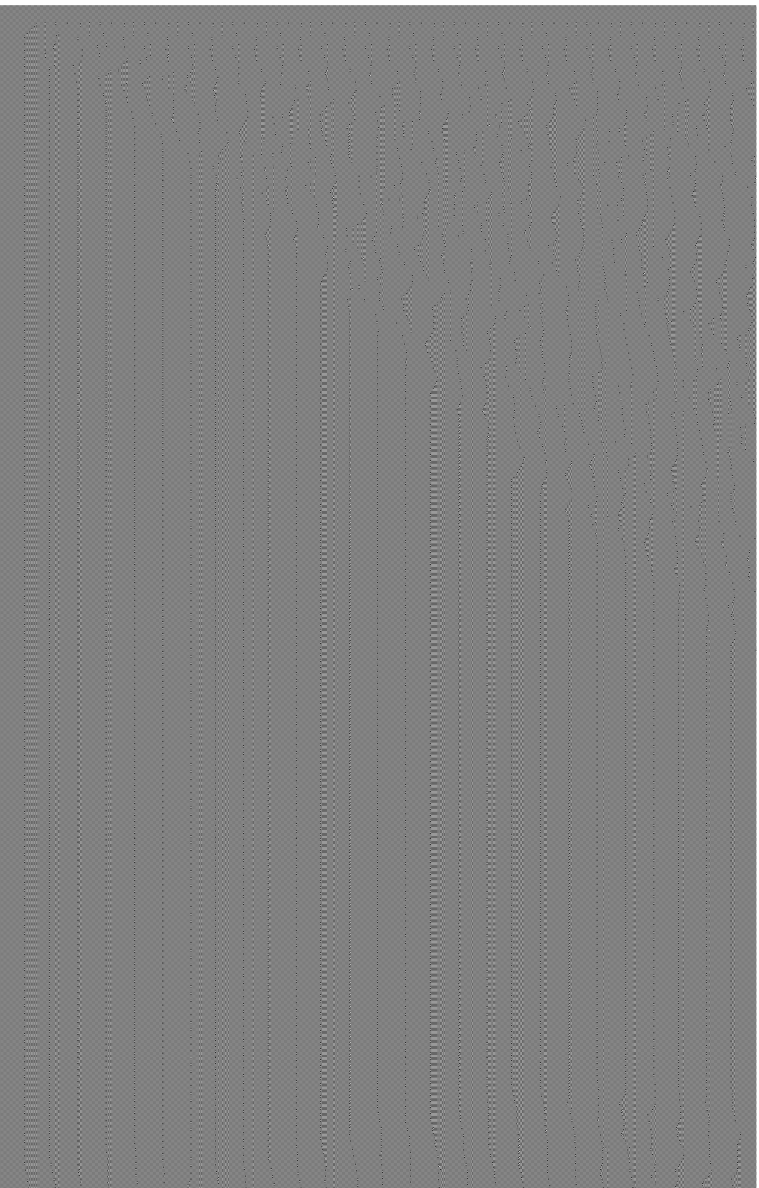
[illegible]

## Carly's Stakeholder Engagement Tracker

[illegible]

## Carly's Stakeholder Engagement Tracker

## Carly's Stakeholder Engagement Tracker

A large gray rectangular area representing a redacted table. The table is intended to be Carly's Stakeholder Engagement Tracker, but its contents are obscured by a solid gray block.

## Carly's Stakeholder Engagement Tracker

## Carly's Stakeholder Engagement Tracker



## Carly's Stakeholder Engagement Tracker

## Carly's Stakeholder Engagement Tracker

## Carly's Stakeholder Engagement Tracker

Date of Event	Requested Speaker	Organization	Type of Event

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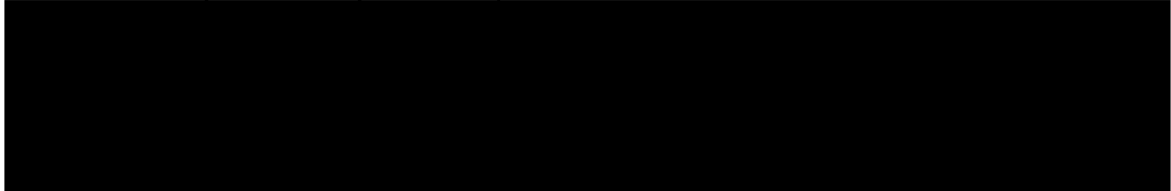
Location	Status	Requestor	Date Submitted

--	--	--	--

**To:** Johnson, Alisha[Johnson.Alisha@epa.gov]; Drinkard, Andrea[Drinkard.Andrea@epa.gov]  
**Cc:** Allen, Laura[Allen.Laura@epa.gov]  
**From:** Millett, John  
**Sent:** Tue 6/10/2014 9:20:27 PM  
**Subject:** Re: The Clean Power Plan – Following a Consistent Approach to Setting State Goals

**Ex. 5 - Deliberative**

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.



**Ex. 5 - Deliberative**

**From:** Millett, John  
**Sent:** Tuesday, June 10, 2014 5:18 PM  
**To:** Johnson, Alisha; Drinkard, Andrea  
**Cc:** Allen, Laura  
**Subject:** Re: The Clean Power Plan – Following a Consistent Approach to Setting State Goals

**Ex. 5 - Deliberative**

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** Johnson, Alisha

**Sent:** Tuesday, June 10, 2014 5:01 PM

**To:** Drinkard, Andrea; Millett, John

**Cc:** Allen, Laura

**Subject:** FW: The Clean Power Plan – Following a Consistent Approach to Setting State Goals

Hey there,

# Ex. 5 - Deliberative

**From:** U.S. EPA [<mailto:usaepa@service.govdelivery.com>]

**Sent:** Tuesday, June 10, 2014 4:08 PM

**To:** Pieh, Lusani

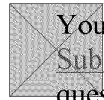
**Subject:** The Clean Power Plan – Following a Consistent Approach to Setting State Goals

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## The Clean Power Plan – Following a Consistent Approach to Setting State Goals

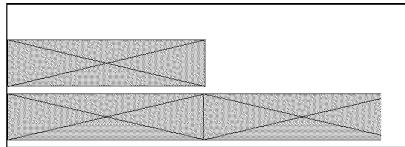
*06/10/2014 03:37 PM EDT*

The Clean Power Plan is following a consistent approach to setting state goals. EPA's proposed plan means people are getting the clean air they deserve. We have changed

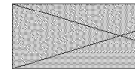


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This email was sent to [Lusani\\_J\\_Pieh@who.eop.gov](mailto:Lusani_J_Pieh@who.eop.gov) using GovDelivery, on behalf of: U.S. Environmental Protection Agency · 1200 Pennsylvania Avenue NW · Washington DC 20460 · 202-564-4355



**To:** Washington, Reggie[Washington.Reggie@epa.gov]  
**From:** Slotkin, Ron  
**Sent:** Thur 7/24/2014 8:44:14 PM  
**Subject:** RE: permission to use EPA images for social media graphic

IT is fine for the EDF to use the photos....one, they are public—that said EDF should be reminded that the images should not be used in any way for endorsement but for information purposes. The credit should read Photo Credit: USEPA

---

**Ron Slotkin, Director**

U.S. Environmental Protection Agency

Office of Multimedia

Office of External Affairs and Environmental Education (OPA)

William Jefferson Clinton Federal Building, Room 6330 A-B North  
1200 Pennsylvania Ave. NW

Mail code 1701A  
Washington DC 20460

You can also reach me by:  
202.564.6854 desk  
202.501.1751 fax  
202.904.6794 cell

FEDEX and UPS deliveries  
use same address, change zip code > use 20004-2403 instead

**For EPA staff:** an alternative to IPTV is EPAtv Try <http://epatv.epa.gov> (it only works with IE)  
Also: looking for IPTV/EPAtv on-demand or photos, multimedia or video guidance etc., go to <http://intranet.epa.gov/media>

**From:** Washington, Reggie  
**Sent:** Thursday, July 24, 2014 4:10 PM  
**To:** Slotkin, Ron  
**Subject:** FW: permission to use EPA images for social media graphic



Ron,

Please see the email below.

Reggie Washington

Office of Web Communications

202.564.0423

**From:** Aviva Downing [<mailto:adowning@edf.org>]

**Sent:** Thursday, July 24, 2014 2:14 PM

**To:** WebChanges

**Subject:** permission to use EPA images for social media graphic

Hello,

We're messaging to our members about the EPA's Clean Power Plan and I was wondering if I could get permission to use one of the following images for a social media share graphic. They are all from the a [day in the life](#) series on the EPA website. If these are ok'd to use, who should I credit the image to?

Thanks,

**Aviva Downing**  
Digital Marketing Associate

**Environmental Defense Fund**

T 202 572 3331  
[adowning@edf.org](mailto:adowning@edf.org)

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**To:** Slotkin, Ron[slotkin.ron@epa.gov]  
**From:** Washington, Reggie  
**Sent:** Thur 7/24/2014 9:17:57 PM  
**Subject:** RE: permission to use EPA images for social media graphic

Thank you.

Reggie Washington

Office of Web Communications

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